MARCH 11, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Haven't you sometimes heard a broadcast idea so good it made you mad you didn't think of it first? It is such ideas that trade-mark radio's top creative brains.

Doing things first and better labels Fort Industry Company stations leaders in their markets.

WSPD, *Toledo*—WAGA, *Atlanta*—WGBS, *Miami*—WWVA, *Wheeling*
WHIZ, *Zanesville*—WLOK, *Lima*—WMMN, *Fairmont*

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

getting the job done for a dairyman

Another story jams the service-packed WLS files

FOR FIFTEEN MONTHS, a dairyman near Bloomington, Illinois, tried to find a competent man to help him run his big, modern dairy farm.

HE ASKED NEIGHBORS, he advertised in the papers—but had to go right on doing the whole dairy-managing job himself.

THEN HE ASKED WLS if we could do anything for him. Immediately, we broadcast his letter, specifying a man with plenty of experience and the background needed to manage a big herd of 110 Holsteins.

WITHIN A MONTH, 31 replies had been received—and here is what the dairyman's letter said: "When I wrote you, I did not expect such a deluge of applications . . . it is indeed a wonderful WLS service."

22 years of broadcasting SERVICE

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell-Douglas

21
Publis

Another Yankee Partnership

WITH

Filene's

World's Largest Specialty Store selects Boston's Popular Quiz

"TELLO-TEST"

FRED LANG
Quiz Master

LOUISE MORGAN
Commercial Announcer

WNAC - 9:15 A.M.
Monday thru Saturday

TELLO-TEST has Boston listeners rushing to encyclopedias, histories, dictionaries, almanacs and other reference sources — to find the answer before the phone rings.

Another example of Yankee Showmanship that has made WNAC *first* with Boston's leading stores.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

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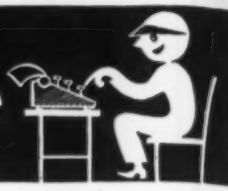
BROADCASTING... at deadline



Closed Circuit

WITH CHARLES LUCKMAN, vice president of Lever Bros., in and out of Hollywood past several weeks, report is current that Bing Crosby and Bob Hope will be teamed for weekly network show when singer's present Kraft contract expires. Jerry Colonna, comedian, with Frances Langford, singer, would be included. Luckman formerly was president of Pepsodent Co., now division of Lever Bros., and sponsor of NBC *Bob Hope Show*.

AN OLD FAMILIAR sponsor will take over 8:15-8:30 a.m. (CWT) segment of *Breakfast Club*, ABC, for long-term contract effective in June.

IT'S NO SECRET that Russia is beaming reads of "newscasts" to U. S. and Britain in English, but refuses to permit British or Americans to beam news to Russia in Russian. Following current "strong comments" by former Prime Minister Churchill and Secretary of State Byrnes, it wouldn't be surprising to see both Britain and U. S. start blasting at Russia with legitimate news—in Russian language.

DEMOCRATIC HEADQUARTERS in Washington shortly will appoint radio director for Congressional campaigns coming up this fall. Number of young hard-hitting broadcasters being considered. Best prospect is Washington station-news executive on leave of absence basis. Republicans are well fortified, having had John McCormick on job for more than year.

A CERTAIN prominent Senator (well known to broadcasters) might have change of heart with reference to 3-billion-dollar British loan should President Truman name a certain farwesterner to succeed Paul A. Porter as Democrat on FCC.

WITH FCC flat turndown of WOV New York sale by Arde Bulova to Mester Bros., food merchants, look for prompt new deal on station sale. Watch manufacturer owns control of both WOV and WNEW and one of stations must be sold under FCC's duopoly regulations. WOV deal with Mesters was attempt in that direction.

WEEKS before telephone strike deadline, responsible officials of AT&T were predicting strike would not occur. That was because they felt neither tempo of the times nor nature of demands warranted crippling of service. But they didn't breathe easily until half an hour before that 6 a.m. deadline last Thursday.

FCC's FULL meeting last Monday—first presided over by Acting Chairman Charles R. Denny Jr.—was animated by protracted discussions of purported "leaks." These dealt largely with predictions on outcome of Washington television grants and on transfer of

(*Continued on page 86*)

Upcoming

March 11: FCC hearings on Washington FM applications, 10 a.m., Commerce Dept. Auditorium, 14th & E Sts., N. W., Washington.

March 14-15: Mutual Board of Directors quarterly meeting, New York.

March 15: Advertising Subcommittee, Domestic Distribution Dept., U. S. Chamber of Commerce, Waldorf-Astoria, N. Y.

March 15-17: Third Annual Conference, NAB Association of Women Directors, Hotel Roosevelt, New York.

March 22: Radio News Clinic, Iowa stations, 10 a.m., Roosevelt Hotel, Cedar Rapids, Ia.

March 23: Annual Broadcast Engineering Conference, Columbus, Ohio, sponsored by Ohio State U. and Illinois U.

March 26: Radio News Clinic, Texas stations, Hotel Rice, Houston (other Texas Clinics, March 27, Fort Worth; March 28, San Antonio).

(NAB District Meetings, page 62.)
(FCC Hearings, page 81.)

Bulletins

FCC announced Friday it had ordered promulgation of rules for noncommercial educational FM and has ordered licensees, permittees and applicants to submit comments and suggestions within 60 days.

NEW application for license filed by WGST Atlanta in compliance with FCC decision last November granted Friday by Commission. Station had been on temporary license pending examination of evidence showing it had freed itself of management contract calling for payments of 15% of gross income to group composed of Sam Pickard, former CBS vice president and Federal Radio Commissioner, and Clarence Calhoun, Atlanta attorney [BROADCASTING, Feb. 25].

Business Briefly

THRIFT CAMPAIGN ● The Christmas Club Corp., New York, starts March 12 for 15 weeks weekly morning programs *Pennyworth* on following stations: WOR WNHC WICC WEIM WCOU WHAI WHTD WHYN WLLH WNLC WBRK WEAN WSYB WWSR WDEV WFEA WAAB. Program to be heard Tuesday (11:30-11:45 a.m.), will consist of recorded music and live talk encouraging thrift. Agency, Brooke, Smith, French & Dorrance Inc., N. Y.

TINTEX RESUMES ● Park & Tilford, New York (All-Fabric Tintex tints and dyes), has begun annual chain-break and one-minute announcement campaign. Agency, Charles M. Storm Co., New York.

PALL MALLS SET ● American Cigarette & Cigar Co. (Pall Malls), effective June 2 sponsors new Frank Morgan comedy show Sundays, 7-7:30 p.m., EST, on NBC, replacing Jack Benny's Lucky Strike program for summer. Agency, Ruthrauff & Ryan.

HAND DROPS FOUR ● Peter Hand Brewing Co., Chicago (Meisterbrau), spending $300,000 annually on radio in Chicago, Friday cancelled four programs on WGN, reducing budget by two-thirds, because of government restrictions on beer making. Agency, BBDO.

MBS BILLINGS UP

EDGAR KOBAK, Mutual president, in annual report released Friday announced that MBS billings in January 1946 were 66% above January 1945. He said eight major sponsors have joined MBS since Nov. 6, noted that 20 additional stations have become affiliated with network. In February 1946, said Mr. Kobak, MBS did total of 5,469 station-hours as against 2,831 a year ago.

Hannegan Post May Go to Broadcaster

A BROADCASTER has inside track to succeed Postmaster General Robert E. Hannegan as Democratic National Chairman if and when Mr. Hannegan resigns.

Following conferences in Washington last week, Paul E. Fitzpatrick, president and 25% owner of WEBR Buffalo, N. Y., was mentioned in published reports as Mr. Hannegan's successor. Chairman of New York State Democratic Committee (he succeeded James A. Farley in 1944), Mr. Fitzpatrick told BROADCASTING on long distance Friday:

"We're pretty busy up here with our state campaign, which we think will have a big bearing on the 1948 election." Asked if he would consider Hannegan post, were it offered, he replied: "I have no comment."

At his news conference Friday President Truman likewise said he had no comment when queried about report. He added it was news to him, he didn't think Mr. Hannegan would resign and that he hadn't requested resignation.

In Washington early last week Mr. Fitzpatrick conferred with Mr. Hannegan, Sen. James M. Mead (D-N. Y.) and other Democratic leaders. He had plane reservation for Buffalo at 11:30 a.m. Wednesday, got important call just before leaving, cancelled reservation and remained until Thursday afternoon. Whether he saw President Truman could not be learned. Democratic leaders understood to be supporting him for National Committee Chairman.

In view of Mr. Fitzpatrick's desire to handle New York state campaign, he may be persuaded to take National chairmanship come fall.

● There's but one "Cinderella" story—the glorious tale of a magic wand bringing royalty, riches, and happiness to a penniless girl. In the everyday land of consumer sales, radio's countless "Cinderella" tales have put wand waving to shame.

Nor does it take magic to put radio to work for you. Spot radio fits any budget, large or small. Shoot the works for an old seasoned product on 50 or 100 stations with announcements, a half-hour or a strip—or nurse along a new product in try-out territory as your distribution progresses.

Yes, advertisers using the stations listed here know that spot radio fits any problem—can force distribution, fit distribution, or sell an institutional idea.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

SEATTLE—GATEWAY TO ALASKA

Ketchikan... Kodiak ... Juneau—synonyms for romance and adventure. These names also mean wealth and commerce. They mean Alaska, the land of unbelievably vast natural resources... Alaska, whose per capita consumption of most food products is more than twice that of the continental United States.

Alaska has produced $580,000,000 worth of gold and silver... $130,000,000 worth of furs. Alaska has 78 *billion* board feet of timber in Tongas National Forest alone. Alaska's commercial fishing produces an average annual revenue of $60,000,000.

Seattle is the port through which approximately $40,000,000 worth of goods are shipped to Alaska each year. Because Alaska is not industrialized, Seattle is the chief market place for this wealthy American frontier ... Seattle sells Alaska.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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250 Park Ave. *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

EDUCATION brings students and dollars to the NASHVILLE area!

Seventeen thousand students in 8 colleges, 4 prep schools and 28 other specialized schools help make this a quality market area for fine clothing, jewelry, cosmetics and other superior products . . . More than one million style and quality-conscious people in the Nashville trade area spend over 350 million dollars yearly in retail stores . . . This rich market will be covered for you at rates to fit your advertising budget—by WSIX.

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX GIVES ALL THREE—MARKET—COVERAGE—ECONOMY!

It happened on NBC

In the Beginning . . .

JANUARY 10, 1926

The blackface team of Sam 'n' Henry made its debut over a Chicago station. Sam 'n' Henry were created and portrayed by Charles J. Correll and Freeman F. Gosden and were the immediate ancestors of Amos 'n' Andy.

JANUARY 10, 1928

Amos 'n' Andy were born for radio listeners over Station WMAQ in Chicago. They made their debut on the NBC Network under the sponsorship of the Pepsodent Company on August 19, 1929.

MARCH, 1930

The New York Telephone Company conducted a scholarly survey which proved that rows of telephone operators all over the country were practically idle from 7 to 7:15 PM—Amos 'n' Andy Time. Heretofore this had been a busy telephone period with families planning their evening's activities over the phone.

● "Firsts" fall over each other when the accomplishments of Amos 'n' Andy are compiled. Theirs was the first five-nights-a-week dramatic show on the air. They were the first coast-to-coast radio sensation and the first radio artists almost to disrupt the habits of a nation when their broadcast time was shifted. They were the first radio stars to create imaginary characters so real to listeners that they have taken permanent places as living figures in American folklore. Lightnin', Brother Crawford, Kingfish and Madame Queen are genuine Americana.

The saga of Amos 'n' Andy has no parallel in broadcasting annals. In 1926 radio programming consisted for the most part of instrumental music, solos, songs, news and talks of various natures. Radio drama was in its embryonic stage, still to be developed. With radio only five years old, Amos 'n' Andy pioneered in presenting

(The Story of Amos 'n' Andy) NO. 10 OF A SERIES

Years Later . . .

OCTOBER 8, 1943

Amos 'n' Andy inaugurated their new half-hour series on NBC for Lever Brothers in behalf of Rinso. Instead of broadcasting fifteen minutes five times weekly, they compressed all their laughter into one big half-hour show.

FEBRUARY, 1946

Amos 'n' Andy, now broadcast over 148 stations of the NBC Network, and reaching an estimated weekly audience of 20,000,000, are well up among Hooper's top fifteen programs.

dramatizations of natural, believable characters. They were immediately successful. They brought for the first time to American radio the appeal of life-size human beings. They were welcomed in millions of homes as regular evening visitors. They transformed radio receivers from musical news-boxes to instruments as personal as books filled with well-loved characters.

Today, after eighteen years of broadcasting, Amos 'n' Andy shine brightly for Lever Brothers and Rinso on NBC as each Tuesday evening the nation resounds with the laughter of new friends and faithful millions.

That the story of Amos 'n' Andy happened on NBC is more than incidental. It is the happy result of two master showmen displaying their wares on the network that offers them the finest facilities, the largest audience and the friendly association of other great NBC shows.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Continuous PUBLIC INTEREST IN LINCOLN MEANS

KFOR

KFOR continues to lead the way with programs of public interest in the Lincoln trade area.

Just recently, for instance, KFOR's hard-working special program department launched a series of programs called "Preview of Progress." The program is devoted to the many new industries and expansion of old businesses in the Lincoln trade area.

Lincoln people are vitally interested in these industries so KFOR spares no effort to tell the story to them.

It's another outstanding feature of KFOR's CONTINUOUS campaign of programs in the public interest.

REPRESENTED BY EDWARD PETRY CO., INC.

KFOR

NEBRASKA'S Capitol City STATION

Basic ABC & MUTUAL Lincoln

GORDON GRAY, VICE PRES. & GEN. MGR. · MELVIN DRAKE, VICE PRES. & MANAGER

Feature of the Week

JUST STICKING aboard a bobsled on the lightning-fast Mount Van-Hoevenberg Olympic run near Lake Placid requires ingenuity enough.

WGY Schenectady engineers left the solution of that problem to Howard Tupper, WGY sportscaster who wanted to broadcast a bobsled view of the run's twists and turns. But they did devise a special microphone mounting that left him both hands free for holding on.

Engineers Solved Problem

The problem was to bring the microphone close to the broadcaster's mouth and at the same time permit it to sway with the head of the speaker. It was also important that the voice level be higher than the noise of the ice-pounding bobsled runners and the rush of the wind as the sled careened at mile-a-minute speed.

The station's engineers solved the problem by combining the mike mounting with a crash helmet, a standard piece of headgear for bobsled racers, who can never be sure when a bobsled may leave the run for an excursion into the bordering forest. Three racing sleds, each with a four-man crew, crashed during this winter's racing.

When "Tup" climbed aboard a sled for his broadcast on Feb. 23, he was wearing the helmet-mounted mike and carrying a pack transmitter—itself no light load on the tricky curves. His sled, manned by a crew of experts, made the mile in 1:14 minutes on a run where the record is 1:05.

"Tup" not only held on for the complete ride but kept up a running commentary from start to finish. And he has an electrical transcription to prove it.

Howard Tupper, WGY Schenectady sports commentator, with the special equipment used on his bobsled-run broadcast.

Sellers of Sales

FROM G-MAN to timebuyer is the trail Keith Schaffer has traveled in a short number of years. He now buys time for Erwin, Wasey & Co., New York.

Born March 26, 1917, in Madison, Kan., he attended University of Kansas, where he majored in business administration. In 1938, he received his BS.

After leaving school, Mr. Schaffer joined the Fox Midwest Theatres, Kansas City, Mo., as auditor. He remained with the organization for three years. At the end of that time, clean-cut collegiate appearing Keith became an agent for the Federal Bureau of Investigation.

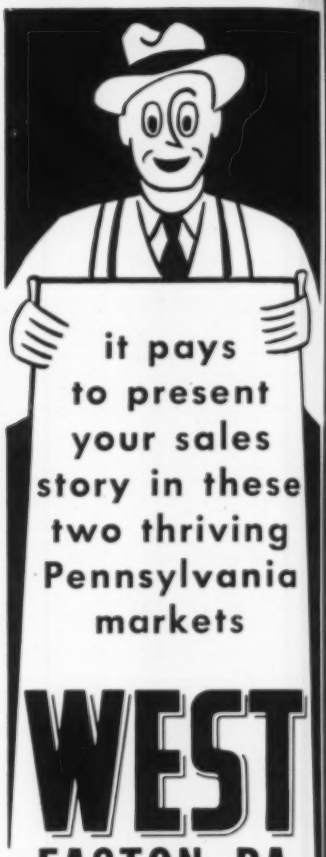
After six months' training in Washington, he was assigned to New York, where he worked on famous cases. He there assisted in the widely publicized capture of the Nazi saboteurs who landed on Long Island in 1942. Like many an ex-G-Man, Mr. Schaffer is reluctant to speak of his experiences. However, he did emphasize that the "FBI is the most efficient organization in the world."

Always interested in radio, Mr. Schaffer decided to take a more active hand in the medium. Early in 1945 he joined Erwin, Wasey & Co. as timebuyer. In that capacity, he is responsible for approximately four to five million dollars worth of billing. He buys time for following accounts: Kreml Hair Tonic, Carnation Milk, Musterol, Pertussin, Larvex, Forhans toothpaste, Consolidated Cigar and Johnson's Wax (in foreign countries only) and Lydia Pinkham Pills.

KEITH

The Schaffers have been married for the past five years. They have a daughter, Karen Sue, two years old. They reside at Elmhurst, Long Island, but are looking for an apartment in New York. The search for the latter has been going on for the past two years, Mr. Schaffer ruefully admitted.

His hobbies include hunting, swimming and tennis.



WEST
EASTON, PA.
(PHILLIPSBURG, N. J.)

WAZL
HAZLETON, PA.

NBC
MUTUAL

Represented By
Radio Advertising Co.

Gleam Shampoo Proves It! . . . .

90% *sales increase in just ten weeks!* That's the sales record set by Gleam Shampoo in America's Fourth Largest Market! The medium? WAAT *of course!* The program? "Requestfully Yours"—the participating program of dramatic results, conducted by Paul Brenner who plays records and sets them! *Since April 1943 the makers of Gleam Shampoo have used New Jersey's *First* Station —because they know:

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station— including all 50,000 watters!

***Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.**

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Cincinnati

WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Representatives: Lewis H. Avery, Inc.
NEW YORK • CHICAGO

Cover the West's Richest Per Capita Farm Market With

FOOD MACHINERY CORPORATION
RIVERSIDE DIVISION

RIVERSIDE, CALIFORNIA

September 26, 1945

Mr. William Gleason, Manager
Radio Station KPRO
Riverside, California

Dear Bill:

I was very glad to have you advise me over the telephone that the news time from 12:15 to 12:30 which we have been using for the past two and a half years had not been sold to some one else despite our cancellation a few weeks ago. As I am advising our agency, The Mayers Company, I am exercising my oft-used prerogative of "mind changing" and we will continue the news broadcasts without a break.

Frankly, we are getting benefits from this daily broadcast, on our FLAVORSEAL Process. This despite the fact that many of the commercials have been devoted to Water Buffalo production in our Riverside plant. Our salesman in this territory traveling out of Riverside which is the district reached by your station, tells us that he can sign every house in the district for FLAVORSEAL if we can guarantee to make the installations in time for the next season's operation. Of course, not all of this can be credited to the station's publicity for we have been using many publicity resources for a long time in telling the FLAVORSEAL story. Various comments by many make it very apparent, however, this noontime KPRO news program we have sponsored has a wide listening audience among the growers and shippers of citrus fruits as well as among those only indirectly interested in citrus.

Yours sincerely,

FOOD MACHINERY CORPORATION
Riverside Division

Orson W. Wells
Vice President and Manager

Total Agricultural Income in KPRO's Service Area

$206,336,905

Riverside County	$64,330,539
San Bernardino County	82,574,066
Orange and Los Angeles Counties (Based on Eastern portions in KPRO Service area)	59,432,300

All figures given above are based on 1944 statistics released by Based on Eastern portions in KPRO Service area)

• • • • • •

Here's the kind of a market sales managers dream about. A valley with the highest per capita farm income in the West—a valley entirely surrounded by high mountains making the reception of the majority of outside stations difficult—a valley with only one regional radio station, KPRO, dedicated to serving Valley of Paradise farmers and programmed with their interests in mind. Your time reservation on KPRO is your guarantee of sales in the Valley of Paradise.

Broadcasting Corp. of America Stations Cover Southern California's Rich Farm Markets

$71,000,000 FARM INCOME IN IMPERIAL VALLEY IN 1945

KPRO Riverside and San Bernardino Covering *"The Valley of Paradise"*

KROP Brawley and El Centro Covering *"The Imperial Valley"*

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Despite all the evidence to the contrary, it's downright funny how many people think that top success can be achieved without top work, top *effort.*

Not so at F&P. We've seen too many cases where the last 5% of over-time work was just as important as the first 95% of "straight time." And not even one of our eighteen *good men* is a clock-watcher.

F&P knows that "E" stands for *effort* as well as for *excellence.* You'll be doing us a favor to let us be helpful in any way you can find. What can we do for you *right now?*

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
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BROADCASTING

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FCC Hits Programs; NAB Strikes Back

'Commercialism' Attacked in New Standards

By ROBERT K. RICHARDS

(*Text of summary on page 71*)

THE FEDERAL government is going into the radio program business.

Protestations that this is not true are sprinkled throughout a 139-page report on "Public Service Responsibility of Broadcast Licensees" issued by the FCC last Thursday. But there can be no firmer proof of the fact than the paradox that it takes 139 pages to deny it.

Pledged by Porter

This is the report which was pledged to broadcasters March 12, 1945 by Paul A. Porter, then newly-appointed FCC chairman, when he said: "We have under consideration at the present time a procedure whereby promises (of program plans) will be compared with performance."

The report opens with 20 pages devoted to a review of five specific cases in which broadcasting licensees failed, in performance, to live up to the program promises they made in applications. This is pursued by six pages in which the Commission sets forth its jurisdiction in program matters; 59 pages of general discussion concerning sustaining programs, local live programs, public issues and advertising; followed by a two-page essay on economic aspects and a ten-page appendage entitled "Summary and Conclusions."

This latter is subdivided into a drum-beating discourse which urges upon the public and the press its bounden duty to exorcise the devil of commercialism from broadcasting; and a tightly written charter in which the Commission outlines its intention to emphasize program review, adding a few curious sentences in which it disclaims any right to do so.

The report generally was accepted by broadcasters as notice to the industry that the FCC was going to enter the program advisory field. This despite an acknowledgment within the report that "affirmative improvement of program service must be the result primarily of other forces (than the FCC)." No mention is made about a "negative" approach toward improvement.

It is widely thought, too, that the broadcasters themselves can accept the trend as sauce from their own apples. Some stations do program unwisely; some are overcommercial; some have not observed their pledges as applicants. The issue involved did not seem to be the logic of some of the FCC contentions, but the Commission's propriety in making them.

Under the Commission's proposals for future policy, the body will give "particular consideration" to four program service categories which it considers relevant to the public interest. These are:

"(1) The carrying of sustaining programs, including network sustaining programs, with particular reference to the retention by licensees of a proper discretion and responsibility for maintaining a well-balanced program structure;

"(2) The carrying of local live programs;

"(3) The carrying of programs devoted to the discussion of public issues;

"(4) The elimination of advertising excesses."

These are standards by which the Commission, in reviewing applications for renewals, transfers and new facilities, will measure performance "in the public interest, convenience and necessity." It is acknowledged to be the first approach that has been made in two decades to a definition of that elusive phraseology in the law.

To facilitate its measurement of

(*Continued on page 70*)

Temporaries to File

APPROXIMATELY 300 stations now on temporary license have been sent letters with the new program forms they must fill in. Procedure, effective immediately, requires that all of these stations must return their completed forms to Washington by March 29, 1946. Text of revised plan showing procedure to be followed is on page 71.

Basic Freedoms Are at Stake, Says Miller

JUSTIN MILLER, NAB president, had this to say about the FCC report on public service responsibility of licensees:

"The report released by the FCC under date of March 7, 1946 concerning radio programming reflects a philosophy of government control which raises grave questions of constitutionality. The report overlooks completely freedom of speech in radio broadcasting which was a primary consideration in the mind of Congres when it passed the Communications Act.

"Considered from every angle the report reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear. It indicates a reversion to

(*Continued on page 76*)

May Urge Sen. White to Take FCC Post

Framer of Radio Law Possible Successor To Gov. Wills

By SOL TAISHOFF

AWARE of the work load facing the crippled FCC, President Truman is expected to act this week in filling at least one of the two vacancies created by the transfer of Chairman Paul A. Porter to the OPA and the sudden death last Wednesday of Commissioner William H. Wills.

A move spontaneously developed in Congressional quarters for the drafting of Sen. Wallace H. White Jr., of Maine, the minority leader and framer of the radio law, for the Republican vacancy. A veteran of more than 25 years in the House and Senate, Sen. White throughout his Congressional career has been the best-informed legislator on radio and communications subjects. The growing importance of communications in domestic and world affairs, according to Congressional informants, would warrant such a high level appointment and would make for greater cooperation between Congress and the FCC.

It was not known, however, whether the distinguished Maine

Sen. Wallace H. White Jr.

legislator, who is 68, would accept the appointment if proffered. With both a Democratic and Republican vacancy existing, it was thought in responsible quarters that the President might move swiftly to avert the inevitable flood of endorsements of candidates. A half-dozen names were heard, emanating from both Congressional and "downtown" sources.

In addition to Sen. White, here are the names being mentioned:

J. Burke Clements, Democrat, chairman of the Industrial Accident Board of Montana, attorney and former newspaperman, endorsed by Sen. Wheeler (D-Mont.), chairman of Senate Interstate Commerce Committee [BROADCASTING, Feb. 25].

Rosel H. Hyde, FCC general counsel, whose candidacy had been espoused on two past occasions when vacancies existed. He is a Republican from Utah.

Commodore E. M. Webster, communications chief of U. S. Coast Guard, on leave from FCC, where he served as assistant chief engineer from 1938 until the war. A native of Washington, D. C., Commodore Webster has never voted and is believed to be an Independent politically.

Capt. F. O. Willenbucher, USN retired special assistant to the Director of Naval Communications, who shortly will return to inactive status. A Naval Academy graduate, he served in the Navy until 1938, when he retired at his own request. He returned

(*Continued on page 16*)

Mr. President, Why Not Wallace White? . . . . . *An Editorial*

BY QUIRKS of fate and fortune, the FCC today hobbles along with only five of its quota of seven members. Paul A. Porter, by presidential request, has taken over the arduous duties of OPA Administrator. Gov. William H. Wills has passed on because, in the Yankee tradition, he wouldn't shirk on the job, though he knew his heart couldn't stand the pace.

Paul Porter had given to the FCC its most enlightened direction. He was drafted for the OPA assignment just when he had the Commission running smoothly, geared to cope with its staggering work load.

We wonder whether the administration hasn't taken too lightly the job that faces the FCC. Radio is a factor of vast significance in the economic revival that should be ahead. It is no longer small business. It isn't confined to broadcast services alone. There are the common carrier aspects, international communications, safety of life services of aviation and ships and railroads, domestic radiotelegraph relays and scores of other developments made possible by the march of electronics during wartime. The late world conflict was called an electronics war. There's an electronics peace ahead.

Soon President Truman will fill the vacancies on the Commission. All in radio would like to see Paul Porter return. That is the President's clear intention—when Mr. Porter can be relieved at OPA. That will be when the OPA task is completed, perhaps months ahead.

The second vacancy is Republican. It should be filled by a strong man. There will be numerous candidates, some qualified, others merely politically bent.

There should be no politically expedient appointments to the FCC. Its work is too intricate and too important.

We think a man of the stature, background and experience of Senator Wallace H. White Jr., of Maine, should be importuned by the President to accept the appointment. We have not talked with Senator White. We do not know that he could be persuaded to accept. He is now the minority leader of the Senate. He has a more intimate knowledge of radio and communications than any man who has served in Congress. He framed the Radio Act of 1927, which is substantially the law which governs radio today. He has repeatedly urged revision of that Act in an effort to have the law keep pace with the art.

Wallace White has served in Congress with distinction since 1917. He was elected to the House for six consecutive terms, and, during Republican administrations, served as chairman of the committee charged with radio and communications legislation. He has been in the Senate since 1931. He has attended a half dozen international radiocommunications conferences as delegate or chairman. His present senatorial term does not expire until 1949. He has the confidence of practically the entire Congress, including his former colleague, President Truman.

It would be a great and fitting tribute to Senator White if President Truman would ask him to accept the Republican vacancy on the FCC. It would instill all those in radio with a new confidence. It would enhance the prestige of the FCC and of radio.

Wallace White has devoted his entire adult life to public service. If he has had an avocation at all, it has been a quarter-century dedicated to the interests of proper radio and communications legislation. He would serve his country well as a member of the regulatory body he was instrumental in creating twenty years ago.

White

(*Continued from page 15*)

to active duty in 1939 in communications. He is a lifelong Republican.

George P. Adair, chief engineer of the FCC since 1944 and assistant chief engineer in charge of broadcasting the preceding three years. 42 years old, he is a native of Texas and a Democrat.

Col. Telford Taylor, Democrat, former FCC general counsel, now on the staff of Associate Justice Jackson in prosecuting the Nazi war criminals in Nuremberg. He is on temporary duty in Washington. He was born in Schenectady in 1908 and before joining the FCC in 1940 as general counsel had served both as head of the Claims Division of the Dept. of Justice and as assistant solicitor of the Dept. of the Interior.

There was also conversation in radio circles of the possible reappointment of former Commissioner Norman S. Case, Rhode Island Republican, who was succeeded last July by Gov. Wills. Gov. Case now is in law practice in Washington. It was doubted whether he would be receptive to such an appointment. Purely on political grounds Sen. Green (D-R.I.), a political adversary, had strongly opposed Gov. Case's reappointment at the time his term expired last year.

When President Truman formally announced Mr. Porter's selection as OPA director last month, it was indicated that the FCC chairmanship would be kept open. For that reason Commissioner Charles R. Denny Jr. was named acting chairman, looking to the day of Mr. Porter's return. Sen. Wheeler, however, had urged Mr. Porter's resignation from the FCC, questioning both the legality and the wisdom of keeping the position open. Mr. Porter subsequently resigned. President Truman at his news conference Feb. 21, when asked whether he would fill the Porter vacancy, said he did not plan to do so immediately.

Revive Talk

Gov. Wills' death, however, revived administration talk of filling both vacancies. Should that be done, a permanent chairman also unquestionably would be named. This selection would depend largely upon the calibre of the new Democratic member. Mr. Denny, despite his 33 years, is highly regarded and would have the endorsement of Mr. Porter for the permanent chairmanship.

Appointment of another engineer to the Commission, to flank Commissioner E. K. Jett, its only technical member, has been urged. Falling in that category would be Commodore Webster, Mr. Adair and Capt. Willenbucher. The latter, while not an engineer, served as communications officer on several tours while on active naval duty and is familiar with problems of allocation and regulation. He also was the Navy's legal member on the Board of War Communications.

The Wills vacancy is for the term which expires June 30, 1951. The Porter term would have run until 1949. Filling of these vacancies would be for the unexpired terms.

The term of Commissioner Paul A. Walker, Oklahoma Democrat, would expire on June 30 of this year. His reappointment for another seven-year term is predicted. He is the only charter member of the FCC, having served continuously since its creation in 1934.

Auguring for filling of both vacancies, it was thought, is the fact that a six-man Commission can become deadlocked. This, it is understood, has happened in several recent cases.

Drawn for BROADCASTING by Sid Hix

"He hasn't been able to get the Green Hornet since I sprayed the place with DDT!"

FCC Action Stories

MAINTAINING its accelerated pace, FCC last week came through with another bumper crop of actions. Story and page index below:

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WCAM-WTNJ Cases Reopened 84
Hammond, Ind., Construction Permit Denied 85
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CBS Case to NLRB

CASE in which unions are bidding for representation of CBS white collar workers heard before the New York Labor Relations Board last January [BROADCASTING, Jan. 28] was transferred last Wednesday to the National Labor Relations Board in Washington.

KDKA, WNAX, Thomas duPont Winners

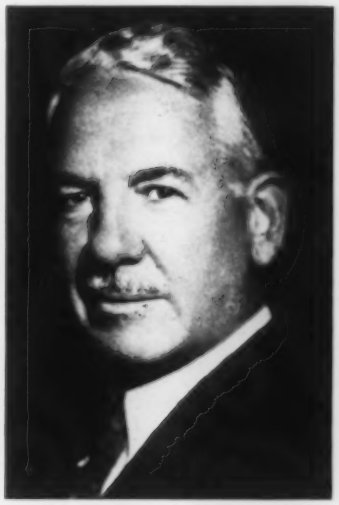
Radio's Top Prizes Are Given Out In New York

THE FOURTH ANNUAL duPont awards for achievement in broadcasting, radio's equivalent of journalism's Pulitzer Prizes, last week were presented to KDKA Pittsburgh, WNAX Yankton, S. D., and Lowell Thomas, NBC commentator-reporter.

The three winners received the $1,000 awards at a dinner given by the Alfred I. duPont Radio Awards Foundation at the St. Regis Hotel, New York, Saturday night. The ceremonies were broadcast by ABC from 10:30 to 11 p.m. Mark Woods, president of ABC, introduced the program.

Present to accept the awards on behalf of the stations were A. W. Robertson, chairman of the board of Westinghouse Electric Co., owner of KDKA, and Gardner Cowles Jr., president of Cowles Broadcasting Co., owner of WNAX. Mr. Thomas was also present.

Mr. Cowles



Mr. Robertson

Mr. Thomas

Given Annually

DuPont awards are given annually to two stations, one of greater than 5,000 w power and the other to one of 5,000 w or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

The annual award to a commentator-reporter is confined to citizens of the U. S., and is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Mr. Thomas, who will be 54 next April 6, has been winning popularity awards as a news commentator for many years. As head of a mission appointed by President Wilson to prepare a historical review of World War I, he saw service with various fighting groups throughout the area of battle. He has been broadcasting since 1925, and currently is heard Monday through Friday on NBC at 6:45 p.m. for the Sun Oil Co.

Although no specific mention of special programming is made in the awards, it is generally agreed that the outstanding effort of KDKA in 1945 was on public service programs; and of WNAX, its Typical Midwest Farmer activity.

The Typical Midwest Farmer selection was made by WNAX for the third successive year. The plan was originated by Jack Paige, former production director of the station, now with Cowles' station WOL Washington as publicity and special events director. Jim Allen currently is promotion director of WNAX.

The Typical Midwest Farmer is selected annually by nominations solicited from county agricultural agents and newspaper editors. There are 5,500 to 8,000 nominations from five states. These nominations are studied, sifted and a final selection of one from each state made by the extension editors of the five state colleges.

Dossiers on the final five, without their identity noted, are submitted to a jury of public office holders, including five governors and others, and the winner is named. The Yankton station long has emphasized its farm programming; its transmitting tower, the highest in the world, bears a bronze plaque noting its dedication to the "Midwest Farmer" for his service in the Food for Victory Campaign.

KDKA Public Service

KDKA's award doubtless was based on a series of public service features which highlighted its schedule in 1945. Among these were programs in five categories: Educational, news for youth, music for youngsters, scientific and a series

(*Continued on page 78*)

WMAL, WOR, NBC Get Capital Video

Last Channel Will Go Either to Philco Or Du Mont

DEPARTING from its traditional method of deciding hearing cases, the FCC last Thursday proposed to assign three of the four available television channels in Washington to Evening Star Broadcasting Co. (WMAL), Bamberger Broadcasting Co. (WOR), and NBC but deferred its determination of the fourth applicant until the conclusion of oral arguments.

The Commission said it was unable to make a choice between Philco Products Inc. and Allen B. Du Mont Labs Inc. for the final channel and would therefore withhold decision until the applicants present their arguments. The remaining applicant, Capital Broadcasting Co. (WWDC), was rejected as lacking necessary financial qualifications and television experience.

First Postwar Video

The proposed decision was the first to be issued on postwar television. A hearing schedule covering 72 applications for stations in all cities where requests for facilities exceed frequencies is expected to be issued this week. Conditional grants will soon be made from among the remaining 66 applications.

Following the Commission's decision, Frank M. Russell, NBC vice president in charge of the Washington office, announced that the network will immediately prosecute its plans for a television station in the Nation's Capital. The Washington station, he disclosed, will be under the direct supervision of Carleton Smith, general manager of WRC.

Theodore C. Streibert, president of WOR, said the Bamberger Co. was "extremely gratified to be awarded the opportunity to render service to the Nation's Capital and to originate important national programs from there." He declared the transmitter site owned by the company is the highest spot within Washington and will permit erection of a 300-foot antenna tower.

S. H. Kauffmann, president of The Evening Star Broadcasting Co., declared: "The proposed decision of the FCC has presented us with a rare and gratifying challenge which we hope to meet in the near future by offering the television audience of the Nation's Capital the best possible service available. Arrangements have already been made for the construction of a television transmitter and studio on the grounds of American University, a site which will provide a most excellent signal for reception in the Washington area. The association with the University will lend a valuable cultural flavor to our programming which will assist us to serve better the public interest. Operations will later originate in most part from a new radio and television center in the downtown section of Washington, plans for which have already been announced."

Questions Considered

Questions of local residence, financial qualifications, television experience, transmitter site, proposed coverage, network plans, and identification with broadcasting entered into the Commission's decision. Expressing its opinion that preference should be given local interests, other factors being equal, the Commission concluded that the Evening Star should be given a permit on this determining consideration.

In addition to being the only local interest in the proceedings, the Commission said, the Star has selected a satisfactory transmitter site, has made extensive plans for studios, and is well equipped financially to construct and operate a station. While it has had no ex-

(*Continued on page 76*)

Hundreds Pay Homage to Comr. Wills

Wakefield Represents Commissioners at Final Rites

HUNDREDS OF FRIENDS of William H. Wills, among them Commissioner Ray C. Wakefield representing the FCC, crowded into St. Peter's Espiscopal Church in Bennington, Vt., last Friday to pay final homage to the late Commissioner.

Wartime Governor of Vermont, his adopted state; a former Vermont state legislator and lieutenant governor, and finally a member of the FCC, he was eulogized in the church which he served as a junior warden.

Governor Wills died in his room in the Bryant Hotel, Brockton, Mass., at 1 a.m. Wednesday. He had been a member of the FCC since July 23, 1945 and had served that agency diligently despite the frail health which finally claimed him. Governor Wills had spent the day preceding his death conducting hearings.

At death, he was 63. He had been in public life since 1929. He had served Vermont as Governor from 1941 to 1945, and had been praised by the late Wendell Willkie as "representative of the finest progressive elements of the Republican Party."

Commission Adjourns

Within a few hours of his death, his colleagues at the FCC met, were informed of the tragedy by Acting Chairman Charles R. Denny and adopted a resolution mourning his passing. The Commission adjourned out of respect until 10 a.m. Thursday, after designating Mr. Wakefield to represent it at final rites.

Mr. Wills' death occurred an hour after he had suffered a heart attack in his Brockton hotel room. He had called Leonard Marks, former FCC attorney who was in Brockton representing a client at hearings, at 12:15 a.m., an hour after they had separated to go to their rooms.

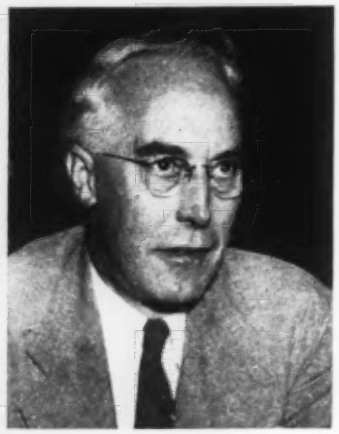
Mr. Marks wanted to call a doctor as soon as he arrived in Mr. Wills' room. The Commissioner objected. "If you call a doctor, he'll want me to rest. And I have to finish up these hearings," he said. Mr. Marks called the physician nevertheless.

As the elevator bearing the doctor arrived at the floor, Commissioner Wills said: "Leonard, I'm going." He died before the physician could reach his side.

There was no time to summon Mrs. Wills, the former Hazel McLeod, whom he married in 1914. He leaves also a daughter, Mrs. Anne Pikes.

The Commission's resolution eulogizing him stated:

"In the time during which Commissioner Wills was a member of the Commission, the diligence and understanding with which he applied himself to its work, and the graciousness with which he treated all who came in contact with him have earned for him the regard and affection of his fellow Commissioners, members of the Commission staff, and the communications industry."



Commissioner Wills

The resolution was entered in the permanent minutes and a copy mailed to his family.

Justin Miller, president of NAB, issued this statement: "The death of Commissioner Wills this morning represents a deep loss to the broadcasting industry. His service as a member of the FCC was shockingly short but his constructive work for the industry was known and appreciated by American broadcasters who mourn his untimely passing."

Tribute to Mr. Wills was paid by OPA Administrator Paul A. Porter, former FCC chairman. In the eight months during which the former Vermont Governor served on the Commission, Mr. Porter declared, "he speedily grasped difficult and intricate problems with which the Commission had to deal. His understanding of the problems sprang from a broad philosophy that looked to the future. He was able to make in this short time a substantial contribution to communications development. . . . We have all lost a close friend whose tolerance and energy meant much to us at the Commission."

Mr. Wills had returned from Florida Thursday, Feb. 28, after three weeks of conducting hearings at Miami, Daytona and Deland. He had appeared tired and complained of finding it difficult to relax. Last Monday he attended an all-day executive session of the Commission. When he returned to his office, he complained of pains in his arms. After a brief nap on a divan, however, he felt better and invited his secretary, Minnie Sparks, to accompany him to dinner. Afterward they went to a movie and at 11 p.m. he took a sleeper for Brockton. Mrs. Wills had left Washington Monday noon for Bennington, Vt., where Mr. Wills had planned to spend the weekend following the Brockton hearings.

On his last day in Washington he had dictated a letter to Gen. Lewis B. Hershey, Selective Service director, saying he would be present at a ceremony March 18 in the office of the Vice President in the Capitol to receive the Selective Service Medal awarded him in recognition of services while Governor of Vermont.

Kindly, tolerant, practical, Commissioner Wills had won the esteem and affection of his colleagues in the short time he was a member of the Commission. Although he had intended to retire from public life after declining a third term as Governor, and aware of a heart condition, he insisted on carrying his full share of the Commission's heavy work load and approached his work with the zeal of youth.

A progressive Republican, Mr. Wills achieved high popularity in Vermont as an honest, practical administrator who got things done the way Vermonters like to see them done—without fuss or red tape. As Governor, he used the radio for weekly talks to report on the affairs of the state.

Candidacy Uncontested

As Town Representative in the Legislature, State Senator, president *pro tem* of the State Senate, and Lieutenant Governor, Mr. Wills achieved such popularity that his candidacy for his first term as Governor in 1941 was uncontested. He was a strong supporter of Wendell Willkie and in 1944 he made a nationwide broadcast taking Republican Party leaders to task for tendencies toward what he called "national chauvinism."

Mr. Wills was born Oct. 26, 1882, in Chicago but has lived in Vermont since 1892 when his mother moved her family to Vergennes, her former home, after her husband's death. At the age of 12, he was earning $3 a week by working 15 hours a day in a grocery store. At 17 he went to work for a department store.

Later he became an insurance salesman and set up a realty and insurance business in Bennington which has developed into one of the largest in that section of Vermont. In 1914 he married Hazel McLeod, a graduate of Middlebury College. Mr. Wills had no opportunity for a college education, but he studied history and literature in his spare time. Afterward, he was honored with LL.D degrees by the University of Vermont, Norwich U., and Middlebury College.

Merchandising and insurance led him into politics and he became Town Representative in the Vermont Legislature in 1929. From then on, his progress to the Governorship in 1941 was steady. He was elected to a second term in 1943 but declined the nomination in 1945.

Besides his wife, Mr. Wills is survived by a daughter, Mrs. Stanley Pike of Bennington. Funeral services were held in Bennington.

Curtailment of Wheat Quotas Affecting Radio Time Budgets

By FRED SAMPLE

WHEAT-BELT radio and advertising were hanging on the ropes after a blow delivered in the form of President Truman's edict against the nation's millers and brewers in curtailing the 1946 quotas on wheat and its many by-products.

Hardly an agency, station, or representative doing business with beer and flour accounts had escaped the frantic retrenchment orders on the part of sponsors who simultaneously flooded Washington with protests against government regulations calling for 30 percent reductions on beer production and 80 percent extraction of wheat by manufacturers.

Heaviest hit agency was McCann-Erickson, Minneapolis, which received orders to cancel all Pillsbury Mills spot radio contracts, along with white space curtailment. Sole survivor of Pillsbury's estimated $1,000,000 radio budget was its CBS program *Grand Central Station* (Saturday, 12 noon, EST). But while ordering blanket cancellation of its spot campaigns in some 60 markets, McCann-Erickson notified BROADCASTING that it was reinstating "considerable business" in Pillsbury's larger markets.

General Mills Business

Dancer-Fitzgerald & Sample and Knox-Reeves, which handle all of General Mills' food accounts, said the sponsor's present network radio budget (NBC *General Mills Hour*), would not be affected, but that the "little local business" it bought would be subject to revision.

GM officials said it would continue with the same basic consumer advertising vehicles which it used in past, with only slight curtailments due to the government flour order. With respect to radio, there will be only a few minor spot cancellations, it was announced, with stronger emphasis than ever on service in both radio and printed copy.

During the emergency, All America Enriched Flour will replace Gold Medal "Kitchen-tested"; on the West Coast, Great West will replace Sperry Drifted Snow; in the Southeast, Blue Band will replace Red Band; in the Middle West and Southwest, King Wheat will re-

(*Continued from page 83*)

Long time been around

That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental" . . . that's the word that is the answer to long enduring, successful ships . . . countries . . . businesses . . . radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-I-T-H is the successful independent.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FLAMM WILL SEEK WMCA WAVELENGTH

DONALD FLAMM, who 10 days ago won a verdict of $350,000 damages from Edward J. Noble [BROADCASTING, March 4] to whom he sold WMCA New York in 1940, will undertake to capture WMCA's wavelength, his attorney, Philip Handleman, announced last week.

Exact course of action which Mr. Flamm intends to pursue in his effort to recover WMCA's frequency was not disclosed, but Mr. Handleman said the case would undoubtedly go before the FCC.

Meanwhile, Mr. Noble's attorney, Franklin S. Wood, was preparing to appeal the jury's verdict, returned after more than three weeks of trial in which Mr. Flamm charged that Mr. Noble acquired WMCA from him through fraud and duress and threatened to apply political pressure to relieve him of the station if he refused to sell it.

Y & R Threatens Legal Action in 'Archer' Show

YOUNG & RUBICAM, Hollywood, last week threatened legal action to protect what the agency claims is an exclusive option for *Corliss Archer* series. Letters were sent to James Saphier Agency, Sam Jaffe Agency, Hughbert Corp., F. Hugh Herbert, program writer; Ward Wheelock Co. and Campbell Soup Co. by Y&R, serving notice that agency planned to protect its interests.

Ward Wheelock had announced placing *Corliss Archer* for Campbell Soup Co., Philadelphia, on CBS, starting April 28, for 20 weeks replacing *Request Performance. Corliss Archer* package purportedly had been sold to Campbell on March 6. Anchor-Hocking Glass Corp. formerly sponsored *Corliss Archer*, but dropped it when advertising was switched to beer bottles. Johnson & Johnson, through Y&R is understood to have been dickering for the program, although agency is auditioning another show, *Hiya Pop*, for Johnson & Johnson.

Adam Signs Dempsey

ADAM Hats, New York, has signed a five-year contract with Jack Dempsey, as public relations expert and director of sports. He will select "The Boxer of the Week" starting April 8 during Adam's Monday night fightcaster on Mutual. Firm starts April 1 fifteen minutes earlier (10 p.m. instead of 10:15 p.m.) so that the broadcasts can compete directly with fight broadcasts on WHN New York Mondays at 10 p.m. sponsored by Gillette Blades. Henry Taylor, sponsored by General Motors through Kudner Agency, currently occupying the 10 p.m. period, moves to 7:30-7:45 p.m. Mondays and Fridays, effective April 1.

CARL REIMERS Co., New York, has moved into temporary quarters in the Empire State Bldg., from 206 Madison Ave.

DEPT. STORES FIND RADIO PAYS

James G. Gallant, of Belk-Gallant Chain, Reports on Five Successful Years

RADIO should be a major item in the advertising plans of all department stores. That's the conclusion of James G. Gallant, head of the Belk-Gallant Co., part of the Belk chain of stores in the South, after five successful years on the air.

Mr. Gallant

In this instance, small-market radio did a big-time job for the Belk-Gallant stores in the La Grange, Ga. area. For the third consecutive year, WLAG La Grange, 250-w MBS affiliate, has taken the lion's share of Belk-Gallant's advertising budget for five stores in the WLAG primary coverage area.

"We can see no reason why radio shouldn't be a major item on the advertising plans of all department stores," said Mr. Gallant. "Certainly we have received the very finest results, and we look forward to heavy use of air time for years to come." Not all the 231 Belk stores use radio, but the five under Mr. Gallant's personal direction are thoroughly sold on broadcast advertising.

Began as Gesture

Use of radio by Belk-Gallant began as a "goodwill" gesture when WLAG started operations in early May 1941. The department stores took a "man-on-the-street" program for institutional purposes only and to help WLAG "get started." But the program brought customers to the stores immediately, and caused Mr. Gallant to think seriously about radio advertising.

When war broke out and man-on-the-street programs were banned, Belk-Gallant shifted to a quarter-hour daily newscast. A few months later a second 15-minute newscast was added and in 1944, at renewal time, Belk-Gallant not only renewed but contracted for 40 spot announcements weekly, took an option on *Santa's Mailbag*, a Christmas season broadcast and exercised it for six weeks, 30 minutes daily. Belk-Gallant has signed for the same program next Christmas.

Mail count on the Santa program for 1945 was in excess of 3,000 letters. Belk-Gallant reported toy sales literally zoomed because of the radio show. The firm used little newspaper space for toy advertising, since the *Mailbag* program brought results.

Selling Material

Commercial copy in newscasts is strictly selling material. A morning show at 11 is slanted to appeal to housewives; a 3 p.m. strip contains copy for family consumption.

Belt-Gallant uses its 40 spot announcements weekly on this basis: 12 each Thursday, 12 Fridays, 8 Saturdays and 8 Sundays, the Sunday spots being devoted to "Monday" specials.

Belk-Gallant's contract, the largest on WLAG's books, receives careful attention from the station's entire sales and copy staffs, according to Edwin Mullinax, general manager. WLAG keeps a close tab on merchandise stocked by the stores, prepares copy accordingly, and gives special attention to seasonal activities such as spring sales, midsummer clearances and autumn value harvests, annual events of the stores.

Radio brings customers into the Belk-Gallant stores from miles around—further reducing the "per-sale" ad costs, according to Mr. Gallant. Mail orders frequently are received for merchandise described on WLAG.

Truman Audience

PRESIDENT Truman's radio address to the nation March 6, delivered at a luncheon meeting of the Federal Council of Churches of Christ in America at Columbus, O., was heard by 9,250,000 adult listeners. In a special survey made for CBS, C. E. Hooper Inc. reported that the President's rating was 18.6 and his share of the listening audience was 87.2.

HOWARD L. HAUSMAN GETS NEW CBS POST

HOWARD L. HAUSMAN, formerly senior attorney in the CBS legal department, has been named director of the newly created personnel relations department of the network. New department will combine the duties of the present personnel department and those performed by Mr. Hausman in the field of collective bargaining under the direction of Frank K. White, CBS vice president and treasurer.

The move, according to the announcement by Mr. White, "is designed to enhance the efficiency and scope of personnel relations and to provide expanded service for Columbia's New York organization and its company-owned stations." Appointment becomes effective today (March 11). Joseph Jackson, CBS personnel manager, continues in that capacity, reporting to Mr. Hausman.

A native New Yorker, Mr. Hausman received his B.S. from New York U. in 1934 and three years later was graduated from Harvard Law School where he served on the editorial staff of the *Harvard Law Review*. After a year with the law firm of Littleton & Levy, he joined the CBS legal staff in 1938.

BANDLEADER NAMED TO WOR MUSIC POST

Tommy Dorsey (r) and WOR President Theodore C. Streibert

TOMMY DORSEY, bandleader, has been named director of popular music for WOR New York, it was announced by Theodore C. Streibert, president of WOR.

In this post Mr. Dorsey will be associated with Sylvan Levin, WOR's musical supervisor, and both musicians will work in conjunction with Norman S. Livingston, WOR program director.

Leader Since 1936

Mr. Dorsey has been a band leader on his own since 1936. In music polls for the past 10 years his has been voted one of the three most popular bands in the nation.

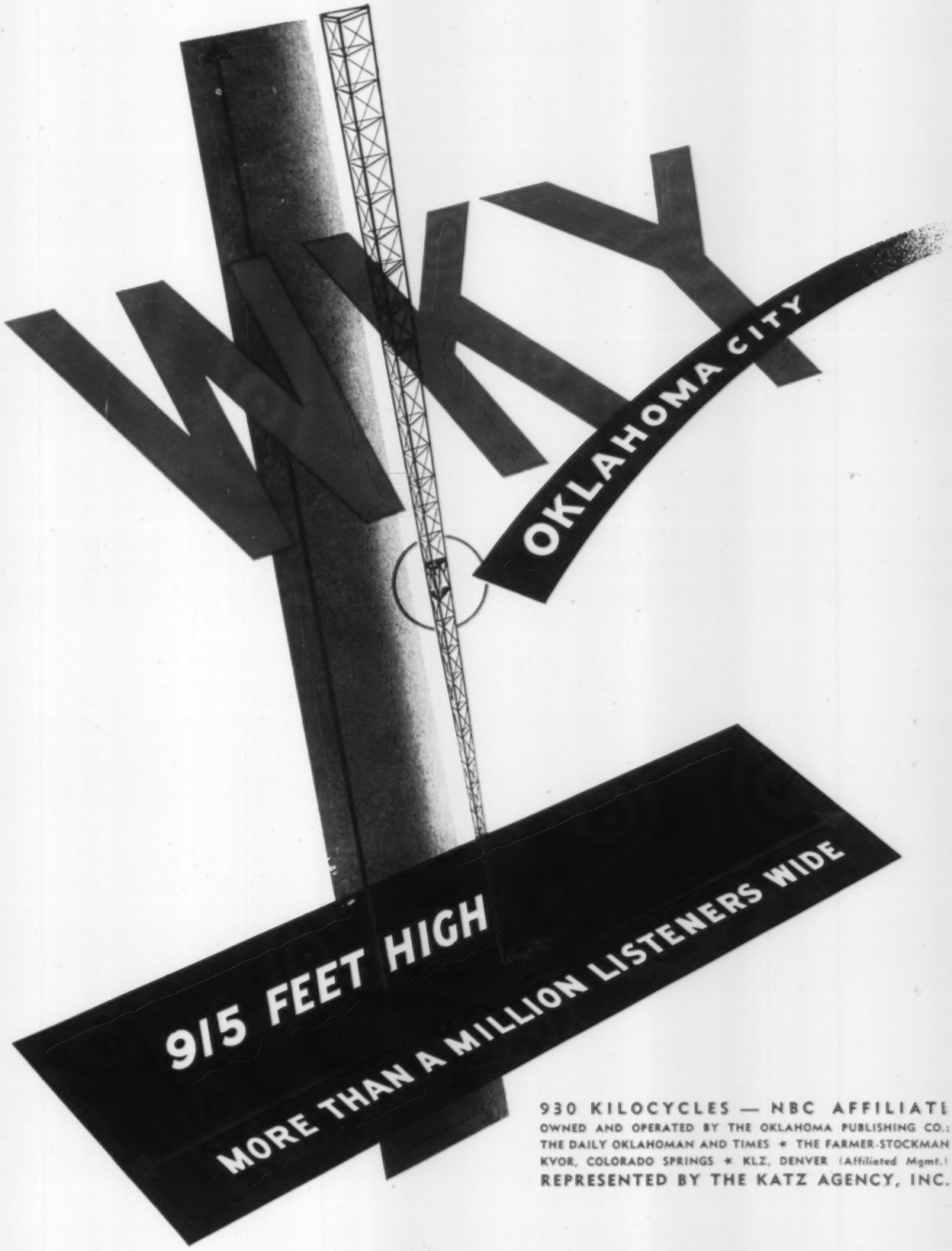
WOR has budgeted $100,000 for programming, Mr. Streibert revealed at a press conference last Tuesday. Among the new shows to be aired soon under those programming plans, will be a half hour program with Tommy Dorsey, titled *Tommy Dorsey's Playshop*. Another show starting about March 15 will be a half hour musical starring Mitzi Green of "Billion Dollar Baby" and Lawrence Brooks of "Song of Norway" in a musical program titled *Passport to Romance*. Most of the money appropriated for new programs will go into musical shows, Mr. Streibert said.

RCA Names Two V-Ps

D. F. SCHMIT, director of engineering of RCA Victor Division of RCA, has been elected vice president in charge of the engineering department, and Fred D. Wilson, director of personnel of the RCA Victor Division, RCA, has been elected vice president in charge of the personnel department. Previous to joining RCA in 1930, Mr. Schmit worked as an engineer with the General Electric Co., Schenectady, and the E .T. Cunningham Co., New York. Mr. Wilson joined RCA in 1936 after nearly twenty years in the electrical appliance and radio fields.

To Use 70 Stations

CONTINENTAL OIL Co., Ponca City, Okla., has started an eight-month spot campaign for N-Tane Gasoline and Nth motor oil, using 12-second chainbreaks 15 to 20 times a week on 70 stations in key cities throughout the country. Campaign was placed by Geyer, Cornell & Newell, New York.



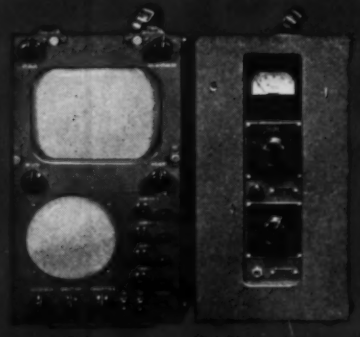
930 KILOCYCLES — NBC AFFILIATE
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED BY THE KATZ AGENCY, INC.

RCA's *Dual-purpose*

New RCA "image-orthicon" camera with sensitivity 100 times greater than conventional television cameras.

Camera control (left) with power supply

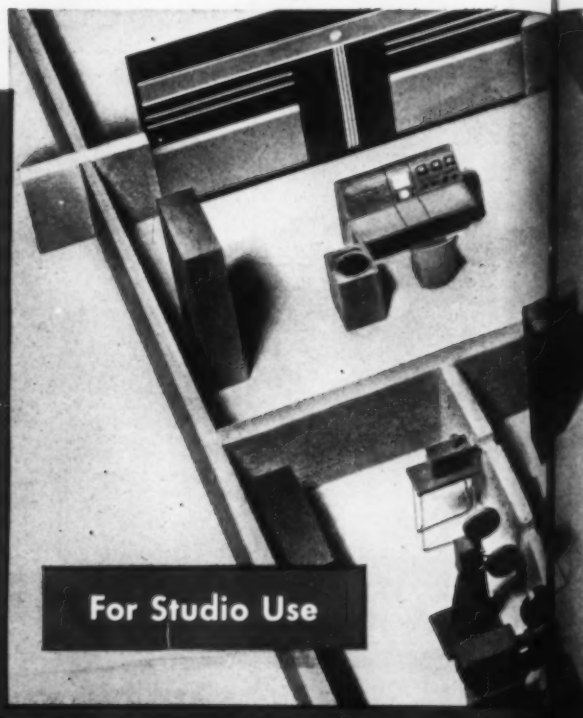
Duplicate camera control used for two-camera operation



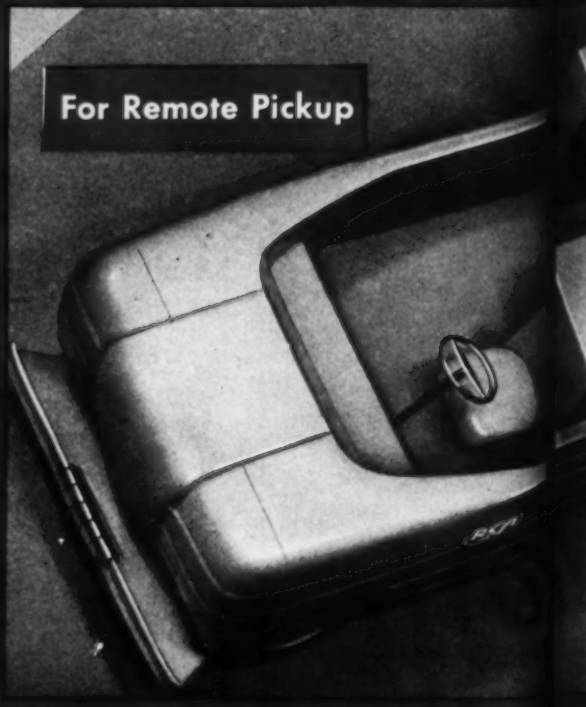
Master control (left) with power supply

Shaping unit (left) and pulse unit

The average small station starts with two field cameras, two control units (one for each camera) for monitoring the pictures picked up by each camera, a master control and switching unit which contains push buttons to permit operator to select the camera pickup desired, a field synchronizing generator (shaping and pulse unit shown above) to provide standard sweep frequencies for the cameras as well as the synchronizing pulses transmitted with the video signal, and various auxiliary switching, control and audio equipments (not shown).

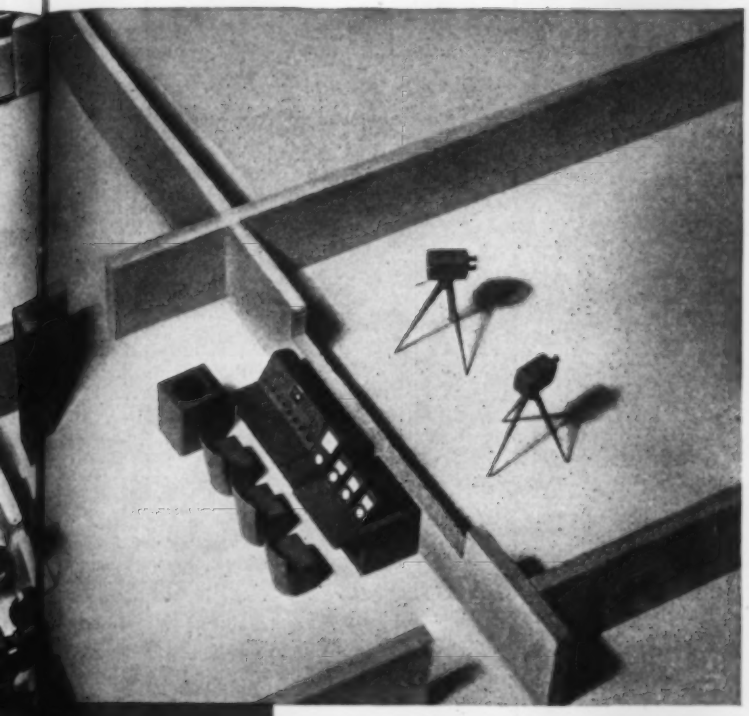


For Studio Use



For Remote Pickup

Portable Pickup Equipment . . .



a new, low-cost way to get started in Television

IF YOU PLAN to start a television station on a modest scale, you will find this equipment a real money-saver. With it you can enjoy the economies of using already prepared program material such as, baseball games, boxing and concerts—which do not require expensive rehearsals and where lighting is seldom a problem. And you can use it in place of *fixed studio equipment* until such time as you may want to expand your station facilities.

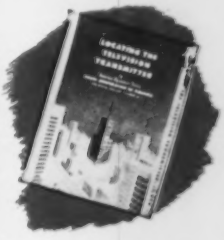
When used as studio equipment, the small, lightweight camera-control units can be mounted on tables or slid into console-type racks (see models) that RCA will have for this purpose. The same field cameras are used.

For remote pickup, a station wagon or light truck is used to transport the suitcase-type units to the program location. With a station wagon, the equipment is removed, carried to the program area, and connected for operation. A light truck offers greater flexibility in that the equipment can be operated from the truck if shelter is non-existent, or if brilliant illumination makes monitoring difficult. As with the station wagon, where advantageous, the equipment can be removed and set up at the program scene.

Setup can be accomplished in a short time. *Quality* is comparable to that obtained from standard studio equipment. Best of all, it's *easy to operate.*

Write for these 8 helpful bulletins:

"Locating the Television Studio," "Locating the Television Transmitter," "A Television Transmitter Building," "A Television Broadcasting Studio," "Equipment Layout for a Standard Television Station," "Equipment Layout for a Master Television Station," "Equipment Layout for a Small Television Station with Live-talent Studio," "Equipment Layout for a Small Television Station with Provision for Film and Network Programs Only." Write: RCA, Dept. 18-B4, Television Broadcast Section, Camden, N. J.



TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

WWVA puts a . . .

50,000 WATT FINGER

. . . squarely on one of America's largest and most prosperous markets.

50,000 Watts squarely in the heart of the most unique boundary situation in the United States makes WWVA's phenomenal coverage possible.

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

A FORT INDUSTRY STATION

New Zealand Program Service Takes Exception to Radio Advertising Claims

SHARP EXCEPTION by the New Zealand government clearing house for program importations, National Broadcasting Service, has been taken to claims by the Radio Advertisers Assn. of Wellington, who contend the Service's policies are detrimental to good programming and advertising principles. Radio Advertisers Assn. previously had distributed a circular outlining alleged fallacies in the methods of NBS [BROADCASTING, Oct. 22].

James Shelley, director of broadcasting, commercial division, NBS, in a letter to BROADCASTING, defends the service and enclosed the printed form which the government agency is distributing, answering point by point Radio Advertiser Assn.'s contentions.

NBS, backing its own position of striving for better programming, has undertaken a campaign to solicit and encourage importation of programs and ideas from Australia and America.

Shelley Answers

To RAA's allegation that audiences have declined since NBS' service was placed in effect, Mr. Shelley answers: "At the same time, they (RAA) readily admit their estimate of ZB (New Zealand's designation for commercial broadcasting) audience is incapable of verification. We can only assume the statement was made in an attempt to create a feeling of distrust in the minds of the many advertisers who find the ZB stations such an advertising medium."

To RAA's contention that offering advertisers programs for ZB (commercial) use after they had already been broadcast over YA (non-commercial) stations was placing the ZB stations in a "second-run theatre" level NBS states: "General policy is to broadcast YA programmes over the ZB stations only in those centres where the programs have not previously played."

Exceptions to this policy are granted, NBS explains, where the advertiser specially requests replaying of a certain program, even if it had been previously broadcasting on a YA station.

As for the price of programs, the government service goes on to say that "20% and more on imported cost is the recognized profit made by agencies. Importation of programs under the new scheme is based on service, not profit. This means we have been able to maintain standard rates despite the increased overseas cost trend."

To RAA's criticism that selection of programs is in the hands of two members of the Broadcasting Service, NBS replies that the two officers merely audition the shows to see if they are suitable to be played in New Zealand, the "same prerogative exercised under the policy before NBS took over."

NBS quotes figures on the importation of programs that are designed to contradict RAA's assertion that the program situation has deteriorated in the past twelve months. NBS adds: "Unfortunately, the impact of war conditions has limited the output of programmes by overseas producers, and but for this fact it would have been possible to remedy in a short time the almost negligible stock position which existed prior to this Service assuming responsibility."

When Bill Met Bill

COLLARED for a man on the street quiz by Bill Stevenson, student announcer of CJVI Vancouver, B. C., Bill Herbert of CBR Vancouver, famed ex-war correspondent and chief announcer for CBC answered in a deadpan manner the questions of the unsuspecting Mr. Herbert. Finally, after drawing from his interviewee that he was also in radio, the story unraveled to the embarrassed Mr. Stevenson that Special Eventer Herbert was in town to cover the very rugby game carried by both CBR and CJVI that afternoon.

BRITISH MUSICIANS MAKE NEW DEMAND

BRITISH Musicians Union has notified BBC that, effective May 1st, the war-time agreement on re-broadcast of band and orchestral music will be terminated.

In 1942, the union agreed to the use of transcribed popular and classical music on BBC programs with each performing musician getting 25 shillings ($5) for each re-broadcast on the home services and a much smaller fee for re-broadcasts on the foreign and North American services. Now, says Union Secretary Dambman, many musicians are being released from the forces and need jobs. Therefore, all music over BBC will have to be "live" performances.

About 50 hours of recorded music are used each week in the BBC home programs while a greater percentage of transcription music goes out on foreign broadcasting wavelengths. Practically all regular BBC musicians are union men and most of the casual part-timers also belong to the British equivalent of "Local 802."

Veterans Return

VETERANS returning to KFNF Shenandoah, Iowa, include: Mel Eyeberg, chief announcer, returned from 26 months' Pacific service; Bob Sterenborg, continuity department chief, for three years with Army radio intelligence company; Johnny Dixon, singing announcer, for three years with AFRS; Curly Dale and Zag Pennel, talent, and Erwin C. Gfeller, engineer, in Navy for three years as technician.

"PERSONALITY" PROGRAM
of the PACIFIC NORTHWEST

PERSONALITIES MAKE NEWS. And today, more than ever, the Northwest abounds in Personalities!

KEX of Portland, Oregon, brings personalities to the public, five times a week, in *"Northwest Today"*.. one of the Pacific Coast's most original news programs. Three newscasters.. Don Neal, Jesse Leonard, and Paul Crain.. produce this program under the direction of Bob Thomas, News Editor.

Industrialists, sports stars, showmen, statesmen.. personalities in the news or making the news.. reach the KEX microphone in interviews and dramatization at 4:15 P.M., Monday thru Friday. News-minded listeners in Oregon, Washington, and lower Canada make it a point to listen!

Here's a program ripe for sponsorship, in one of the nation's fastest-growing markets. The man from Paul H. Raymer Co. will be glad to show you how this program can stimulate sales in the Northwest, today!

KEX
PORTLAND OREGON
5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

TALK ABOUT IMPACT!..

Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn't planned was that the ad should be entirely (and glowingly) written for us. Here's what the press says about CBS color television.

SAYS "TIDE"

...CBS did not overlook the increased advertising potential of color. A women's style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week's demonstration would be hard to overstate....

The general reaction: "THIS IS IT!"

SAYS THE "DAILY NEWS"

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modulates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as "ghosts", which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying "ghost" reflections, is a reality....

SAYS THE "WORLD-TELEGRAM"

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should

here's how CBS full color television struck the press

have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that calls for the best in all these fields.

...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

SAYS THE "HERALD TRIBUNE"

There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well....

SAYS "TIME"

It was clearly—and colorfully—the most notable television demonstration of the year. ...The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated....

SAYS THE "WALL STREET JOURNAL"

Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

The CBS demonstration left little doubt that color television has reached the perfection of black and white....

SAYS "P.M."

The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....

THE COLUMBIA BROADCASTING SYSTEM

RCA AM Units Scheduled This Month

FM by May; Strikes, Material Shortages Delay Production

BROADCASTERS for long weary years have been looking forward to replacements for war-worn and obsolete equipment. It's all coming now and a tour through RCA Victor in Camden, gives an idea of how one company has been going ahead, despite production, strike and material difficulties, to turn out spanking new units for the postwar era.

STRIKES, MATERIAL shortages and attendant reconversion difficulties have delayed production of transmitter equipment—but AM units ranging from 250 w to 50 kw power will begin rolling off the lines this month.

This, at least, is indicated in a statement to BROADCASTING made by executives of RCA Victor in Camden, N. J., where magazine representatives toured the vast production plants of the corporation.

"We have delivered some units already," one official said. "These, however, were assemblies which had been ordered by the Government but remained in our stock as a result of cutbacks."

FM transmitters in all power categories will be available in May, the same official said.

The RCA report was more optimistic than had been expected. There has been some lament among broadcasters recently because many of them have been unable to get established firm delivery dates on transmitter and studio equipment.

Large Backlog

RCA acknowledges that it has a long list of orders for 250 w, 1 kw, 5 kw, and 50 kw transmitters both in AM and FM. Executives of the Engineering Products Dept. say that many of these orders are "contingent"—upon the granting of construction permits by the FCC.

This "contingent order" situation and other complications incident to reconversion make it impossible for RCA to predict with any certainty how soon its present list of "orders on the books" will be satisfied. Exact plant capacity under the new unit-assembly scheme of construction which is being undertaken in the Camden factories can only be estimated roughly—and RCA officials will not hazard a guess.

At all events, if a new CP holder now places an order with RCA for a transmitter and/or studio equipment, his name will go to the bottom of this list—with no assurance as to the speed with which he will move to the top. He will know this, however: His order will not be held up by one that is marked "contingent." These latter must be shuffled aside for the firm orders.

There might be some index to delivery problems in the following, however. One broadcaster recently was offered a 5 kw transmitter which was held in surplus. The broadcaster refused it, because the FCC had not yet approved his application for a power increase. Subsequently he received his power increase, but the surplus transmitter meanwhile had been sold. He was told he would have to wait about six months for a new one to be built.

This would indicate that an order placed now would, in normal circumstances, be filled six months from date—whether AM or FM. RCA does not take such a dim view, however. Officials there believe that the stepup in production they expect when they get rolling will provide satisfactory delivery early enough for most broadcasters.

Estimates Revised

Engineering Product Dept. executives have revised their earlier estimates that television transmission equipment would be ready for delivery by mid-summer. They're shooting for September now. The holdup will be caused, they believe, by slow delivery on some parts.

RCA officials point out that they are not concerned about the two major elements which have been understood to confound most manufacturers in the transmitter field: components and labor.

"We have the components and we have no labor problem," one official remarked.

RCA receiver factories in Indiana do not face such a bright prospect. Like other manufacturers RCA has found production schedules delayed considerably by lack of components. Wood cabinets have been scarce and this has been responsible for some delay in producing console models. In fact, according to RCA officials, only samples of receivers have been delivered to distribution outlets. This problem in the receiver field is general throughout the industry according to Bond Geddes, Executive Vice President of the Radio Manufacturers Association. During the week just past, threatened labor strikes in the East indicated further holdup in the manufacture of essential receiver tubes.

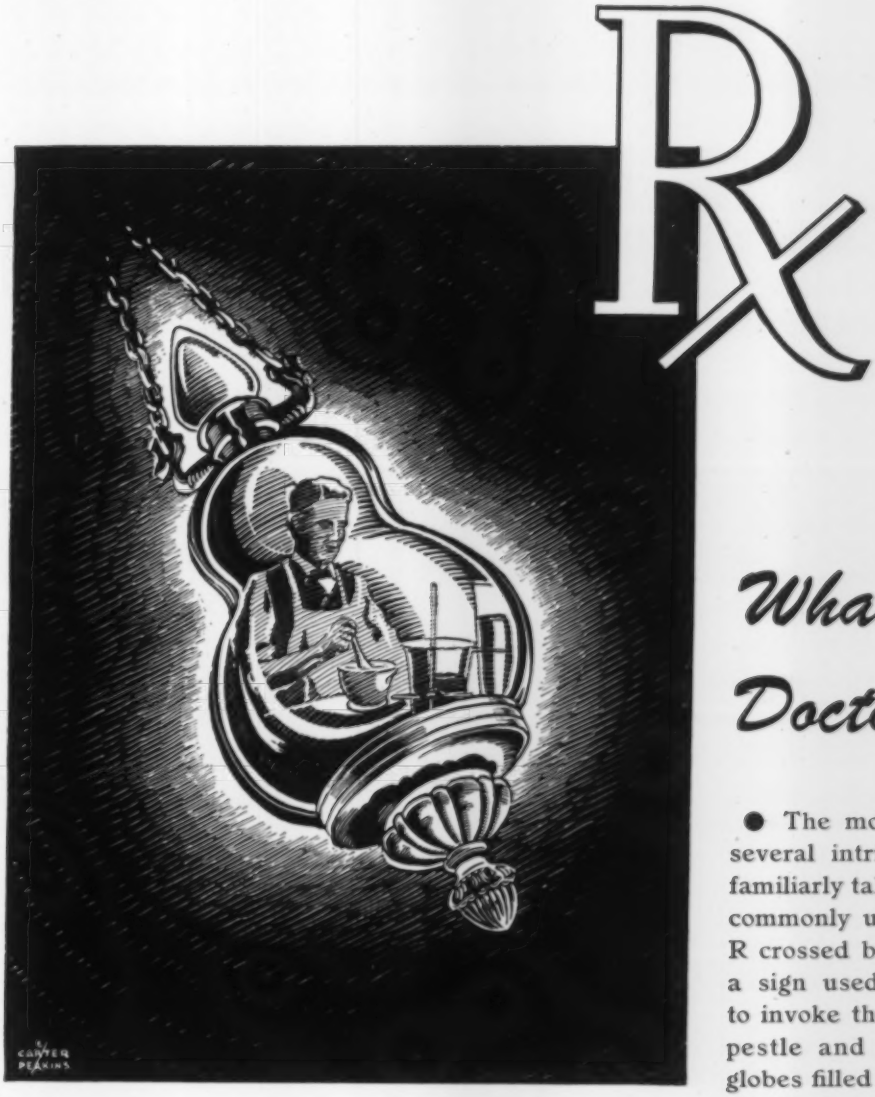
RCA is centering its manufacturing attention in transmission equipment on its new unit scale of manufacturing. In pre-war days, a broadcaster getting a power increase would find his current transmission equipment obsolete overnight. RCA is now manufacturing transmitters in unit assemblies, by

(*Continued on page 68*)

The "home" of rural buying influence in Kansas and adjoining states is WIBW. The reason is simple. We're a farm station . . . always have been. For over 20 years, our entertainment and services have been planned to meet the interests and needs of farm and small town listeners.

WIBW is deeply entrenched in the daily lives of this five-state audience. So much so that they **act** on our buying suggestions. Ask any advertiser. Or better still, let us prove it with RESULTS in your sales program.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC NEW YORK CHICAGO, KANSAS CITY, SAN FRANCISCO



What DID *the Doctor Order?*

● The modern druggist inherited several intriguing symbols that we familiarly take for granted. The most commonly used looks like a capital R crossed by an **x** and comes from a sign used by Roman physicians to invoke the help of the gods. The pestle and mortar and the large globes filled with colorful liquids are also trade symbols of long standing.

In radio there's a symbol that time-buyers know as the prescription for building sales in the Baltimore market. This prescription begins with the letters WCBM which mean thorough, dependable radio coverage at really economical rates. For assured results that you can take for granted, WCBM is "just what the doctor ordered."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER *General Manager*

"Throw Your Voice Where It Will Do the Most Good!"

WXYZ, the influential home-town station, is preferred by Detroiters because it is financed and developed by Detroiters . . . and this station completely covers the Detroit area (The Most Progressive and Fastest Moving Market in the World) at more reasonable rates than any other major Detroit station.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

WXYZ

PUBLIC SERVICE DISCUSSION with Los Angeles health and welfare agencies was attended by area station and network representatives, meeting in studios of KMPC Hollywood. Group comprises (l to r): Arnold Marquis, NBC Hollywood writer-producer; Ed Cashman, head of his own Hollywood radio package firm; Dick Cutting, assistant director of special events and public affairs for CBS Pacific Network; Mrs. Carolyn Handel, Girl Scouts director; Carl Schlichter, Tuberculosis Assn. radio director and chairman, welfare radio committee; Venna Taylor, program director of KRKD Los Angeles; C. G. Renier, KMPC program director.

Twelve Applicants In Hearing Today For D.C.'s FM Channels

WITH 12 APPLICANTS competing for 11 available channels in the Nation's Capital, the first hearings on FM begin today (Monday) before the FCC. Proceedings start at 10 a.m. in Commerce Dept. Auditorium, Washington.

Three of the original 15 applicants withdrew from the field last week. Eleanor Patterson, publisher of the *Washington Times Herald*, petitioned for dismissal on the ground she would be unable to be present at the proceedings. The Crosley Corp. (WLW Cincinnati) dropped out because of "other developments in connection with the petitioner's radio activities." FM Developmental Foundation, headed by Edwin H. Armstrong, withdrew but gave no reason.

To speed up procedure for taking testimony at the Washington proceedings, a pre-hearing conference was held Thursday at the Commission with counsel for the various applicants. A similar conference was held the same day in connection with the FM hearings to be held in Boston April 2.

A Commission official said that the Washington hearings, aside from setting a pattern for FM proceedings, will be important in showing what newcomers propose to offer in radio programming. Four of the 12 applicants are new to station management although one has experience in programming.

Lengthy Proceedings

It was estimated the hearings would require two weeks, despite efforts to eliminate all but relevant data. The record achieved by former chairman Paul A. Porter in hearing the six Washington television applications in three days [BROADCASTING, Jan. 28] could not be approached in the FM proceedings, it was explained, as a number of the FM applicants are unknown to the Commission and more time would therefore be required.

Seven of the FM applicants in Washington are well known to the Commission. Marcus Loew Booking Agency is the licensee of WHN and WHNF (FM) New York. Commercial Radio Equipment Co. operates KOZY (FM) Kansas City and W3XL, a developmental FM station in Washington. Five other applicants operate standard stations in Washington — Capital Broadcasting Co. (WWDC), Cowles Broadcasting Co. (WOL), NBC (WRC), Evening Star Broadcasting Co. (WMAL), and WINX Broadcasting Co.

Navy Veterans

Mid-Coastal Broadcasting Co. is owned largely by J. V. Cosman (49%), chief owner of WPAT Paterson, N. J., and Joel S. Kaufmann (49%), treasurer of Kay Associates Inc., a jewelry chain. Both men were lieutenant commanders in the Navy. Metropolitan Broadcasting Corp. is composed of 21 Washington business and professional men who have also applied for a standard daytime station.

Potomac Broadcasting Cooperative, formed by about 10 Washington cooperative enterprises, is headed by Herbert S. Wood, a retired government official. Other officers, all government employes, are Dayton W. Hull, Jane Braucher and C. Edward Behre. The group plans to emphasize educational and cultural subjects.

Theodore Granik, founder and moderator of the *American Forum of the Air* (Mutual), oldest forum program on the air, is also applying for an FM station. He plans to devote a large part of the station's schedule to public affairs.

Last of the applicants to enter the field is Chesapeake Broadcasting Co., composed of A. B. Curtis (26.39%), A. K. Porter (14.9%), L. L. Altmann (26.39%), and Howard W. Berry (14.9%).

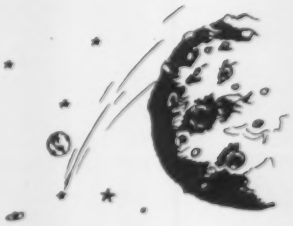
That's What I Like About the

SOUTH...

WCOA... Because the service and consideration your business will get is as refreshing as a tall, cool mint julep... spiced with courtesy, plus extra attention as the most important ingredient—adds up to buying time, on Southern WCOA, Pensacola, Florida.

WJHP... The friendliest spot on your dial, where you'll find every member of the staff ready to work with you and your product. As pleasant as the tropical heat of the Florida sun, is the welcome you'll find at WJHP, Jacksonville, Florida.

WTMC... A tasty arrangement in a schedule that's full of satisfied clients, is what you'll buy at WTMC. Programs that are hot off the entertainment griddle will sell your product, arrangements made by the master mixers of selling logic and entertaining skill. Yours at WTMC, Ocala, Florida.



WDLP...Where every show is a gem, every program crowded with stars that shine as brightly as the stars in the tropical Florida sky. Tie your business to the fast moving broadcasting comet that's heading straight for continued success. WDLP, Panama City, Florida.

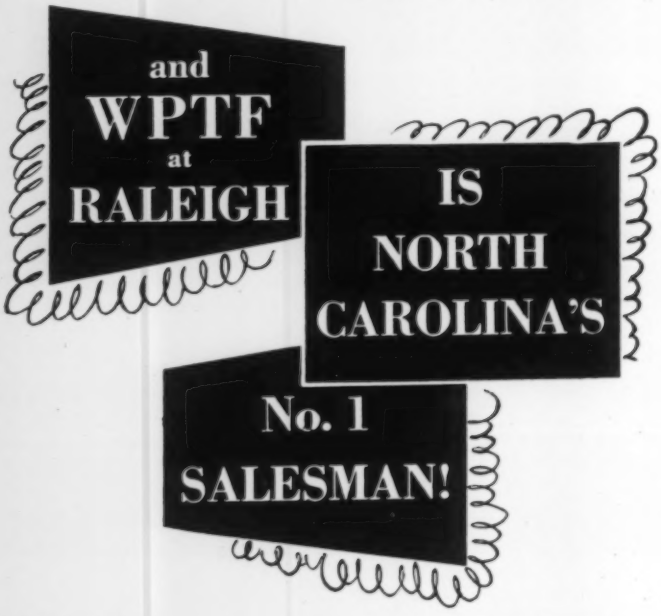
Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr.
John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC

North Carolina farmers aren't refugees from "Tobacco Road". North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to 1945 Sales Management estimates, gross farm dollars in North Carolina exceeds 635 millions, more than doubling the average for all nine other Southern states, and outranking the *next* Southern state by more than 250 million dollars. Isn't this the kind of prosperity that you're looking for?



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

WPOR Opens March 18; Keith Field Is Manager

KEITH FIELD, former commercial manager of WHEB Portsmouth, N. H., has taken over duties as manager of WPOR, new station at Portland, Me., and is completing staff arrangements in preparation for the station's initial broadcasts March 18.

Don Bell and William Mullen, discharged from armed service, have joined the station's sales department. WPOR will operate full-time on 1450 kc with 250 w, and will be affiliated with ABC.

Decca Dividend

QUARTERLY dividend of 30c per share on capital stock of Decca Records, payable March 30 to stockholders of record March 16, has been declared by directors of the company.

Trick of the Week

WHEN they need an apartment, listeners of WBIG Greensboro, N. C., turn to Bob (The Groaner) Jones, who conducts WBIG's early-morning *Groans by Jones*. In less than 15 minutes on the air he found an apartment for a chaplain at the Army Air Base at Greensboro, and he's matched this performance for a number of newcomers. Tribute to his help was paid by a real estate man, through two women who asked his assistance and reported: "The real estate agent told us there isn't a vacant apartment in town but to come to you—that you'd find one anyhow."

NBC Affiliates Discuss Effect Of Television, FM on Future

BROADCASTING'S future, with television and FM at hand, was chief discussion topic at a three-day session of NBC affiliated and managed-and-owned stations at the Waldorf-Astoria, New York, last week. It was the network's first 1946 stations meeting. Other conferences are scheduled within the next month in Atlanta, Fort Worth, Chicago, and Los Angeles.

Representatives of more than 50 stations heard President Niles Trammell and other NBC executives discuss all aspects of network and station operations, with Mr. Trammell concluding the conference Wednesday with a talk on "Broadcasting of the Future—Television and FM." All sessions were closed.

Meeting Speakers

Among featured speakers at the meeting were: Roy C. Witmer, vice president, who discussed the network sales outlook; Frank E. Mullen, vice president and general manager, discussing cooperation between the network and its affiliates; Clarence L. Menser, vice president in charge of programs, on NBC's peacetime programming and the network's search for new talent; William F. Brooks, director of news and international relations, discussing the change in news policies caused by the end of the war; Sydney H. Eiges, manager of the Press Dept., on radio publicity technique. Clair R. McCollough, chairman of the NBC Stations Planning & Advisory Committee, presided.

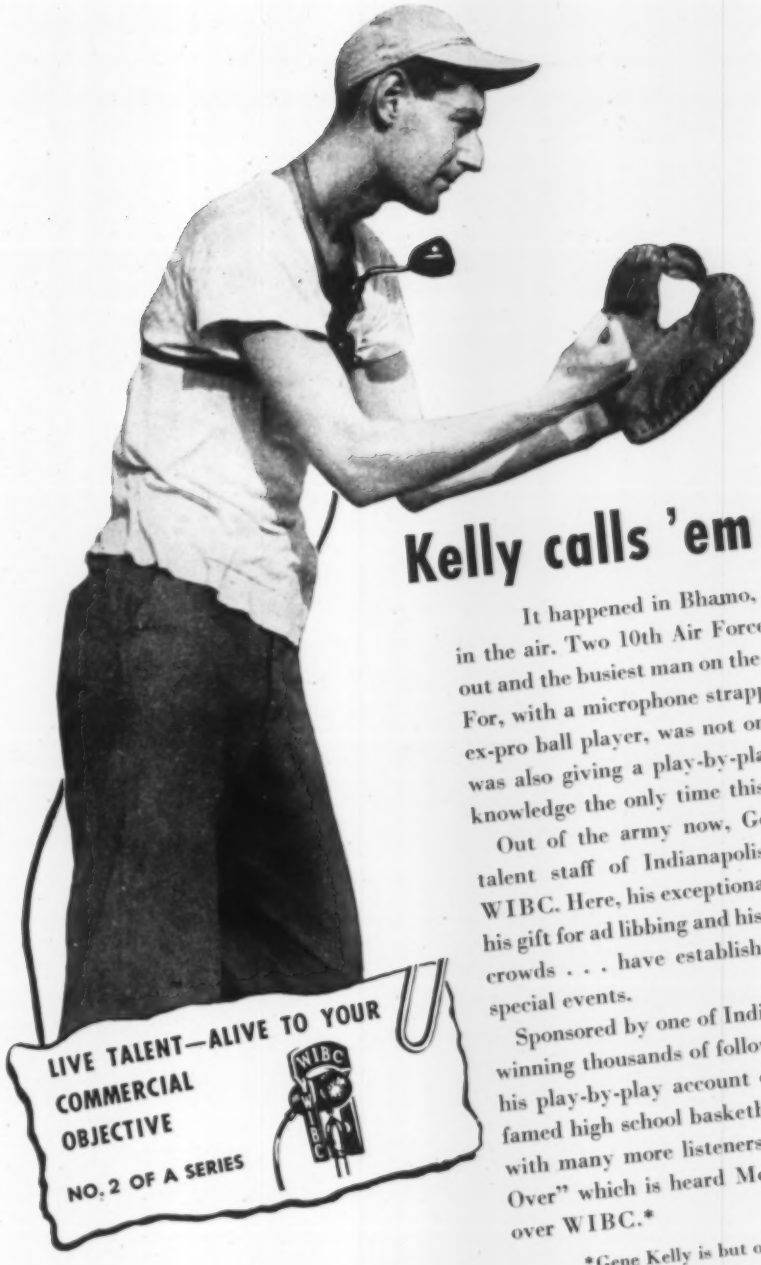
Last day of the session was devoted mostly to future planning and to discussions of the course which broadcasting may be expected to take with application of new developments such as television and FM.

Robert E. Shelby, director of technical development, and Norman E. Kersta, manager of NBC's Television Dept., were featured speakers.

Attending the meeting were: Paul Alger, WTTM; Elwood Anderson, WEST; Jack S. Atwood, WRDO; Harry Bannister, WWJ; Walter A. Bowry Jr., WMBG; Truman Brizee, WHAM; Harold C. Burke, WBAL; A. O. Coggershall, WGY; J. B. Conley, Westinghouse Radio Stations; Charles E. Denny, WERC; Victor C. Diehm, WAZL; E. E. Eshelman Jr., Mason-Dixon Radio Group; William Fay, WHAM; Kenneth J. Gardner, WHAM; Raymond A. Gaul, WRAW; Mahlon A. Glascock, WRC; Edward E. Guernsey, WLBZ; J. Robert Gulick, Mason-Dixon Radio Group; Kolin Hager, WGY; Wilbur M. Havens, WMBG; John T. Hopkins 3d, WJAX.

Walter Johnson, WTIC; George E. Joy, WRAK; George F. Kelley, WCSH; John Koepf, Fort Industry Co.; A. G. MacDonald, WGY; J. Wright Mackey, WRAK; R. H. Manson, WHAM; J. E. Mathiot, Mason-Dixon Radio Group; Clair R. McCollough, Mason-Dixon Radio Group; T. W. Metzger, WMRF; Harold E. Miller, WORK; Walter O. Miller, WGAL; Paul W. Morency, WTIC; C. G. Moss, WKBO; B. B. Musselman, WSAN; Gerard P. O'Connor, WERC; Leonard J. Patricelli, WTIC.

W. V. Person, WRAK; W. J. Purcell, WGY; William H. Rines, WCSH; B. J. Rowan, WGY; B. W. Sennett, WERC; W. C. Swartley, WBZA; Robert L. Stoddard, KOH; Thomas V. Taft, WENY; Dale Taylor, WENY; Robert Thompson, WBEN; Roy Thompson, WFBG; Harold Thoms, WISE; J. C. Tully, WJAC; E. R. Vadeboncoeur, WSYR; J. Gorman Walsh, WDEL; F. A. Wellman, WTTM; Elmer H. Wene, WTTM; Wilfred M. Wood, WMBG; Jacob A. Young, WERC.



LIVE TALENT—ALIVE TO YOUR COMMERCIAL OBJECTIVE

NO. 2 OF A SERIES

Kelly calls 'em as he PLAYS 'em

It happened in Bhamo, Burma, but there was Brooklyn in the air. Two 10th Air Force baseball teams were slugging it out and the busiest man on the field was Long (6'7") Gene Kelly. For, with a microphone strapped to his chest, T/Sgt. Kelly, an ex-pro ball player, was not only playing a fancy first base, but was also giving a play-by-play broadcast of the game—to our knowledge the only time this feat has ever been accomplished.

Out of the army now, Gene Kelly has joined the growing talent staff of Indianapolis' fastest-growing radio station—WIBC. Here, his exceptional versatility and resourcefulness . . . his gift for ad libbing and his knack for handling and mixing with crowds . . . have established him as a favorite announcer of special events.

Sponsored by one of Indianapolis' largest stores, Kelly is now winning thousands of followers in the rich Indiana market with his play-by-play account of this week's finals of Hoosierland's famed high school basketball tournament . . . is making friends with many more listeners through his popular "G. I. Talks It Over" which is heard Mondays through Fridays at 9:45 P.M. over WIBC.*

*Gene Kelly is but one of many live talent stars at WIBC. All of them are "alive to your commercial objective" . . . and somewhere among them you will find just the talent and just the show which—beamed over the low frequency (1070 kc.) and clear channel of WIBC—will assure you of maximum coverage and maximum returns on your radio dollar. Why not talk it over today with your John Blair man?

JOHN BLAIR & COMPANY • National Representatives

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

TRIPLE COVERAGE *where it Counts*

–CBS shows, together with "area interest" local shows, assures you of a receptive audience!

- 195,367 (Population 1940 Census) people live in the WCMI primary coverage area.
- From the WCMI transmitter to the center of population in Huntington, W. Va. is only 8.5 miles . . . to Ironton, Ohio, only 7.0 miles.
- WCMI is the only radio outlet in Ashland. It provides exclusive coverage-from-within in the densely populated tri-state industrial area.

WRITE FOR AVAILABILITIES AND DATA

Joseph B. Matthews,
Manager.

NUNN STATIONS
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WCMI
A NUNN STATION

Ashland, Ky. . . . Huntington, W. Va.

. . . CBS AFFILIATE . . .

Represented Nationally by THE JOHN E. PEARSON COMPANY

Third Annual AWD Meeting Begins in New York Friday

WOMEN's responsibility in communicative arts and in developing informed public opinion will highlight the third annual three-day conference of the NAB Association of Women Directors, opening Friday at the Hotel Roosevelt, New York.

Awards to four women in fields of communication other than radio will be presented to Mrs. Anne O'Hare McCormick, *New York Times*, representing the newspaper field; Mrs. Bruce Gould, *Ladies Home Journal*, for magazines; Helen Hayes, theatre; Madeleine Carroll, motion pictures.

Principal speakers at a Saturday luncheon will be Lt. Gen. James H. Doolittle and Francis H. Russell, chief, Division of Public Liaison, State Dept. Alma Kitchell, commentator of WJZ New York, AWD president, will preside. Dorothy Lewis, NAB coordinator of listener activity, will keynote the event with the address, "Hungry for Hope." NAB President Justin Miller will extend greetings on behalf of industry.

Advance registration indicates that some 600 will attend. Following is the agenda:

Friday, March 15

OPENING SESSION: Henrick Hudson Room, Hotel Roosevelt, President Alma Kitchell presiding. Discussions by Frank E. Pellegrin, NAB director of broadcast advertising, and Linnea Nelson, chief timebuyer, J. Walter Thompson Co.

LUNCHEON: Waldorf-Astoria as guests of New York Dress Institute.

AFTERNOON: Guests of Good Housekeeping Institute.

COCKTAILS: Diamond Cocktail Party and exhibit at Park Lane, guests of N. W. Ayer & Son.

DINNER: Waldorf-Astoria, guests of Millinery Fashion Bureau.

Saturday, March 16

10:30 a.m.-12:30 p.m.: Henrick Hudson Room, Hotel Roosevelt; President Alma Kitchell presiding; theme, "How Does Radio Sell Ideas?"

Introduction of service organization representatives.

Address: Fannie Hurst, author.

Panel Discussion: Dr. Lyman Bryson, CBS consultant on education, moderator; participants—Lisa Sergio, ABC and WQXR; Mary Margaret McBride, WEAF-NBC; Dean Mildred Thompson, Vassar College, MBS; Marjorie Husted, General Mills; Elsa Maxwell, MBS; Gertrude Berg, author and star, "Rise of the Goldbergs."

LUNCHEON

AFTERNOON SESSION: 1 p.m., Grand Ballroom, Hotel Roosevelt, President Alma Kitchell presiding; theme, "Women's Responsibility in the Communicative Arts."

Keynote remarks: Mrs. Lewis.

Greetings: NAB President Miller.

Music: Rose Bampton, Metropolitan Opera Co.

Address: Lt. Gen. Doolittle.

Address: Mr. Russell.

Awards to Distinguished Women in Other Fields of Communication.

Introduction of Distinguished Guests.

3:30-3:45 p.m.: International broadcast, CBS. Guests of honor, Ellen Wilkinson, Minister of Education, London; Mrs. Bertha Lutz, scientist, Rio de Janeiro, Brazil; Mrs. Lewis.

3:45 p.m.: Star Spangled Banner.

Sunday, March 17

9 a.m.: Business Session.

Hugh C. Ernst Sr.

HUGH C. ERNST Sr., 62, continuity director of KTBC Austin, Tex., died March 2 as the result of an auto accident in which he was injured six years ago. Mrs. Ernst was killed in the accident. Mr. Ernst was previously manager of the talent division for NBC in New York and Chicago, later becoming wholesale distributor of transcriptions and sets. Burial was last Monday. He is survived by a son, Hugh C. Ernst Jr. of Hollywood.

RAYTHEON MANUFACTURING Co. has announced the Raytheon Radiophone, a new two-way personal plane radio designed to utilize the best features of both low frequency and very high frequency airways facilities. Company's Belmont Radio Corp. Division is manufacturing new units.

PARTYING is such sweet sorrow, agrees William Weddell (center) assistant sales-manager, NBC Central Division, Chicago, at party following his resignation to become v-p and radio director of Leo Burnette Co., Chicago. Handing him scroll ("NBC Loves Bill Weddell") are Harry C. Kopf (l), NBC v-p, in charge of the Central Division and Paul McCleur, NBC Central Division sales manager.

ARMSTRONG MAKES ROYALTY REDUCTION

WITH ORDERS for FM transmitters reportedly accumulating in multi-million dollar lots on manufacturers' backlogs, Maj. Edwin H. Armstrong, inventor of FM, last week announced a 50% reduction of royalties on transmitters.

He reduced his license fees on receiving sets some time ago.

Maj. Armstrong's new royalty scale ranges from $150 for a 250 w transmitter to $2,500 for one of 50 kw. He reported that royalties on receiving sets have been reduced 20% below pre-war rates.

Maj. Armstrong announced he would continue his policy of waiving royalties on FM stations operated by religious and educational institutions. To returning servicemen in FM, he offered to defer royalty payments until the veterans were able to pay.

He also said he would not charge royalties to FM broadcasters holding Armstrong licenses and who must replace present transmitters with new equipment to broadcast on the higher band. In explanation, he said he would not capitalize on what he described as an engineering mistake by the FCC.

He will continue to issue licenses royalty-free to Army and Navy.

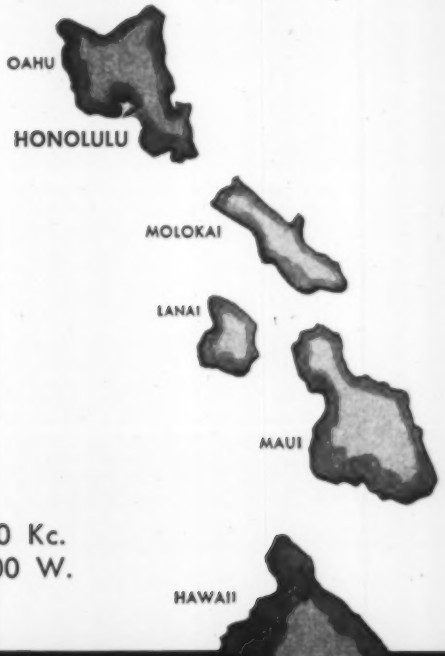
Honolulu

KGU

Hawaii

KAUAI

FOR FULL COVERAGE OF HAWAII



760 Kc.
2500 W.

First with the finest in news, names and entertainment, KGU brings the world to Honolulu and Hawaii.*

* CIVILIAN POPULATION—502,122
Territorial Board of Health Estimates, July 1, 1945

1945 RETAIL SALES—$427,387,316
Based on Sales Tax Collections

NBC IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

FCC Report Explains FM Allocation

Denial of Lower Band Plea by Zenith Discussed

REVEALING its reasons for denying the Zenith petition to add the 44-50 mc band to FM allocations, the FCC last Tuesday reaffirmed its conviction that FM belongs in the upper frequencies and that it will provide "an excellent, interference-free and static-free service" in the 88-108 mc band.

In a seven-page report on the hearings Jan. 18-19 on the Zenith petition, the Commission said the evidence presented in support of the lower band failed to show "any substantial advantage" over the upper band from the standpoint of expected coverage of FM stations.

"There is nothing whatever in the present proceeding," the Commission concluded, "which casts any doubt upon the ability of the FM stations in the 88-108 mc band to render a superior, interference-free and static-free service over ranges of 60 miles, and perhaps in excess thereof. Despite earlier warnings and predictions, the salient fact is that the band assigned to FM broadcasting by the Commission will furnish an excellent service, and the industry has proceeded with notable dispatch to design and produce FM transmitting and receiving equipment which will render excellent service to the American people in the band assigned."

Recalling its allocation report of May 25, 1945, in which it stated its purpose "to make provision for a service which will not be simply a new and improved broadcast service but which will be the finest . . . attainable under the present state of the radio art," the Commission declared: "This statement still represents the Commission's basic policy with respect to FM broadcasting."

The Commission said the objections to the dual-band allocation proposed by Zenith appeared to be "decisive," that it was the general consensus of those who testified at the hearing that addition of a second band would decrease the efficiency of the receiver.

It was pointed out that because of the FM allocations a "dead" band would be imposed on millions of set owners who would use only one band, adding $1.50 to $6 to the cost per set and millions of dollars annually for all users. It added that a two-band system would have "an unpredictable effect" on listener habits and further complicate problems of assigning frequencies.

The Commission said the two-band system would give a competitive advantage to the few manufacturers which have proceeded with plans to build such sets.

Need Not Proven

As to the contention that an additional band is needed to satisfy demands for FM channels, the Commission said that on the basis of the record now before it and the needs of other services it "is not able to determine that the public interest requires additional channels for FM broadcasting." The existing allocation, it felt, "provides a fair and equitable distribution of channels among these services."

In the event additional channels are necessary, the report continued, they can be added to the present band as has been done from time to time in the standard band.

The final question which had to be determined, the Commission declared, was whether new evidence was introduced to show that the propagation characteristics of the lower band was sufficiently superior to the higher band as to justify a change in the basic allocation. Taking up the three major factors on which the decision was made to place FM in the 88-108 mc band, the report noted:

1. Agreement that Sporadic E Interference would not be a disadvantage in the upper band.

2. No new evidence on F2 Layer Interference, except testimony of Dr. Kenneth Norton that interference beyond previous predictions may be anticipated during the coming decade because of the sunspot cycle now on the rise.

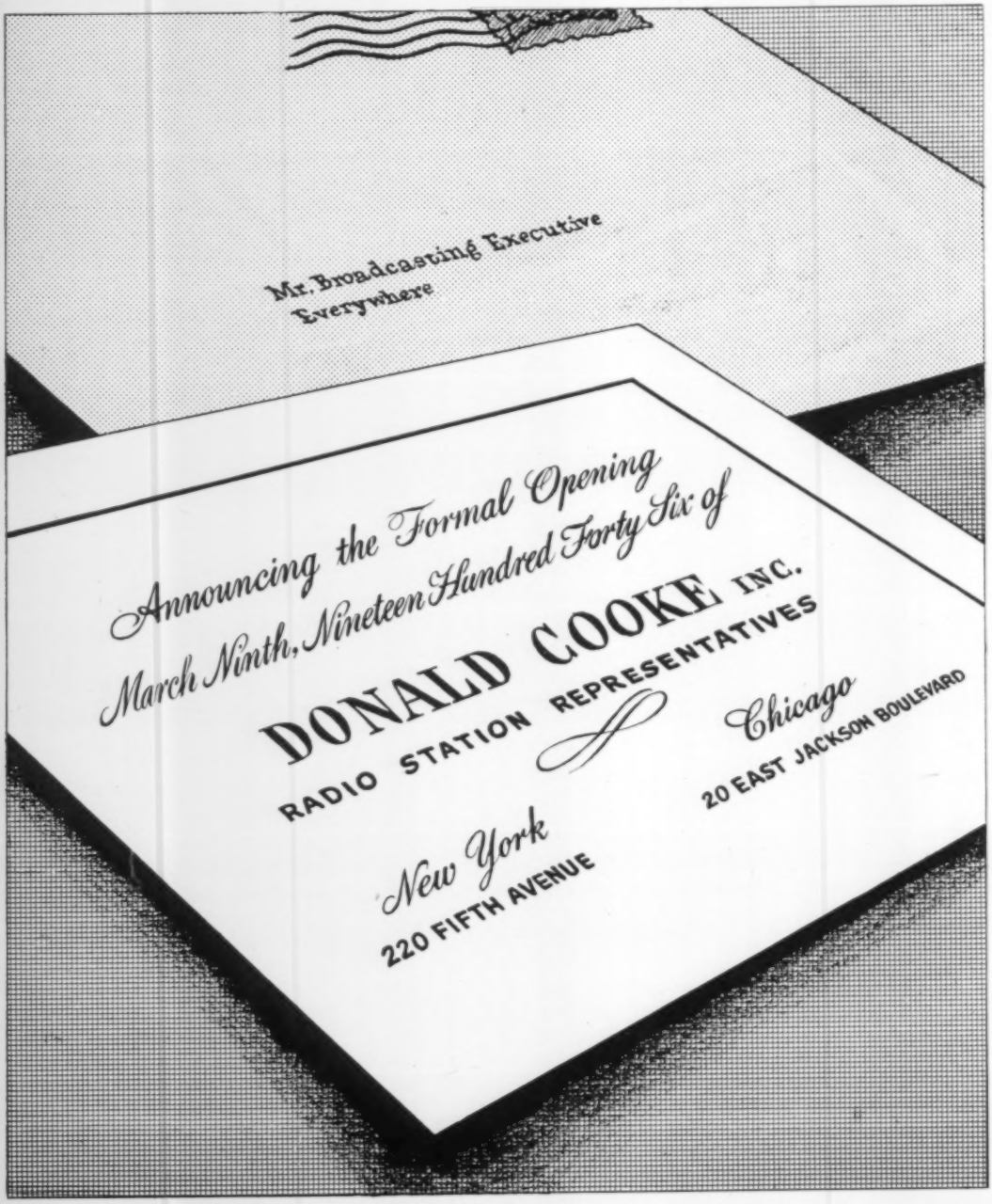
3. Secondary service provided to areas hundreds of miles from standard broadcast transmitters cannot be expected from FM stations in the upper or lower band.

The Commission said it was unable to accept the opinion of Zenith

(*Continued on page 42*)

McDonald Disagrees

THE FCC report on FM was severely criticized by Commdr. E. F. McDonald Jr., Zenith president, as ignoring the first extensive tests of FM on both bands, being biased in favor of Dr. K. A. Norton as against distinguished scientists who recommended the 50 mc band, and strengthening "the relative monopoly that now exists in broadcasting. Using "a mass of technical verbiage," Commdr. McDonald said, the decision means that the farmer and rural resident will not only be deprived of television but "they will not get FM either."



8864 ENTRIES FOR A $5.00 PRIZE

It Could Only Happen On WFBR

Amid the extravagant rewards of radio today, a $5.00 prize can loom large only in the light of listener interest—the only interest that counts.

WFBR — Radio Center in Baltimore has listener interest—

so much so—that a simple $5.00 prize offered on Club 1300 brought in a deluge of 8864 entries.

That's because to Baltimore listeners WFBR is a living, breathing radio station—not just a tower or a spot on a dial, or a collection of call letters.

For WFBR is Baltimore's Home-Town Station—the only living, breathing radio station in Baltimore—it's Radio City in smaller replica.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

...and now comes spring!

MARCH is the bellows fanning the fires of spring...a big blowsy month mixing the headaches of tax time with the economies of Lent and the acute awareness of the cleft hoof about to emerge from your foot and caper.

Now while roller skates ring on the walks and the sun sets red and extravagant; while Bridesheads is being Revisited, and women cry their men home from the wars; while the bread you cast on the waters comes back with cottage cheese on it; while the UNO and all the rest of us look for a place to live; and our "Swing Girl" wears shamrocks—we warn you of the imminence of spring, and bid you be wary lest you lose your head and your heart and go addled with stardust and balloons and bluebells ringing in your ears. That's something you can almost always count on with the coming on of spring—the same as in March we can count on kite weather, marbles, and taxes. And we'll leave death out of this. For in spring, death is an old superstition, a thing to be cured by crossing the fingers or hiding the seeds of a pumpkin under a stone. It has no place in the scheme. We ignore it. Now is a time to live. We are emerging from things like winter, a war, a season of strikes in the devious pursuit of happiness. There will be casualties yet. It may be a troubled spring. But the point is—it will be spring. They tell us it comes on forever.

That's the editorial by Jetta from the March issue of "Swing", the 68-page pocket-size monthly magazine which WHB would be happy to send you if you haven't seen a copy. Just ask for it on your business letterhead.

Tell us, too, if you have plans for a radio campaign in the Kansas City market during the coming months. We have some choice availabilities opening up for the spring and summer months—and we'd like to show you the kind of results WHB can produce for you.

WHB KANSAS CITY Thisa'n Mutual 1000 WATTS-880 KC.

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1926
Chicago, 2	55 East Washington St.	ANDover 5448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

Letter to the Editor

EDITOR, BROADCASTING:

Through BROADCASTING, the National Council of the Boy Scouts of America would like to voice its deep appreciation to the radio industry for its generosity and unusual cooperation in joining with the Boy Scouts in observing their 36th Anniversary.

Radio stations, sponsors, advertising agencies and radio personalities all were happy to have a share in recognizing the war service activities of our nearly two million members. Many radio tributes called attention to our present-day effort—that of helping Scout Associations overseas to rebuild.

To you and others of the BROADCASTING staff, we send our thanks for your friendship.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

MARCH 4, 1946.

Increase of 40.8% in Male Listeners Of Military Age Is Reported by CAB

INCREASE of 40.8% in male listeners from 17 through 35 years of age in the U. S. radio audience in January 1946, as compared with January 1945, was reported last week by Cooperative Analysis of Broadcasting.

Listening by men of all ages was 12.2% greater than a year ago. These increases were caused by the return of millions of servicemen.

In the same report, CAB said that Sunday night programs attracted the most listeners per listening home. Last January, the greatest number of listeners was 3.4 for the period 6:45-7 p.m. Sunday. In January 1945, the highest number was 2.8, also on Sunday night.

Nighttime programs with most men, women or children listeners per listening hour for the two periods follow:

January 1946, men: Boxing bouts, 1.5; women: *American Album of Familiar Music*, 1.5; *Manhattan Merry-Go-Round*, 1.5; *Louella Parsons Show*, 1.5; children: *The Lone Ranger*, 1.1.

January 1945, men: Drew Pearson, 1.1 and *Life of Riley*, 1.1; women: *American Album of Familiar Music*, 1.5; *American Melody Hour*, 1.5; Detroit Symphony Orchestra, 1.5; *Great Moments in Music*, 1.5; Walter Winchell, 1.5, and Bob Hope, 1.5.

Daytime programs with most men, women or children listeners per listening home were:

January 1946, men: *The Shadow* (limited network), 1.1; women: Nelson Eddy, 1.4; *One Man's Family*, 1.4; *Prudential Family Hour*, 1.4; *Mary Small Revue*, 1.4; *Quick as a Flash*, 1.4, and *Westinghouse Program*, 1.4; children: *Terry and the Pirates*, 1.5.

January 1945, men: William L. Shirer, 1; women: Nelson Eddy, 1.4; *Prudential Family Hour*, 1.4; *Mary Small Revue*, 1.4; *Westinghouse Program*, 1.4; *Those We Love*, 1.4; *Metropolitan Opera Presents*, 1.4, and New York Philharmonic Orchestra, 1.4; children: *Terry and the Pirates*, 1.3; *Captain Midnight*, 1.3; *Hop Harrigan*, 1.3; *Jack Armstrong*, 1.3.

Jack Benny program had greatest total listeners per listening home of nighttime programs in January 1946, with 3.1. In January 1945, Mr. Benny and *Fitch Bandwagon* had highest with 2.9 each.

Of daytime weekday shows *Captain Midnight* was leader, with 2.6 listeners per listening home. Of daytime weekend programs, *The Shadow* (limited network) had most, 3.1.

WSLS, WLVA WEIGH CHANNEL EXCHANGE

INTERCHANGE of regional frequencies sought by WSLS Roanoke and WLVA Lynchburg, Va., suggested last week in an FCC hearing on applications involving 590 kc, is being considered as a possible means of protecting North Carolina applicants for 590. Engineering report is to be made March 29, when consideration of the applications resumes.

WSLS is seeking 590 kc with 1 kw fulltime using directional antenna. Commission officials pointed out, however, that this operation would impose limitations upon proposed operations of three North Carolina applicants—WFTC Kinston, WGTM Wilson, WGBR Goldsboro—all of which are requesting 590 kc with 5 kw and directional antennas. It was thought this limitation might be reduced if WSLS applied for 610 kc, now being sought by WLVA, with WLVA amending its application to ask for 590 kc.

The three North Carolina applications are mutually exclusive. WFTC is now on 1230 kc, WGTM on 1340 kc, and WGBR on 1400 kc, all with 250 w fulltime. The Virginia stations also operate with 250 unlimited time, WSLS on 1240 kc and WLVA on 1230 kc.

GM Continues

GENERAL MOTORS will continue to sponsor Henry J. Taylor's *Your Land and Mine*, Monday and Friday on Mutual but will switch time from 10-10:15 p.m. to 7:30-7:45 p.m. Program goes into its second 13-week period on March 18. Kudner Inc., New York, is agency.

there's a market for SCRIPTS and PROGRAMME TRANSCRIPTIONS in the South Pacific . . .

Down here in New Zealand we're radio-minded, with well over 90% of homes equipped with sets. The demand for top-line features is high on all time-bands. And so the New Zealand Government's dominion-wide network invites producing units to forward particulars of any programmes . . . for daytime or evening playing . . . which they consider suitable for British Audiences. Please state price, number of episodes, average playing time per episode and all relevant details when replying to "The Director", National Broadcasting Service, (Commercial Division), C. P. O. Box 3015, Wellington, New Zealand.

NATIONAL BROADCASTING SERVICE

Commercial Division

NEW ZEALAND

Mesters Appeal WOV Transfer Denial

DENIAL of sale of WOV New York to Murray and Meyer Mester, edible oil dealers, will be appealed by the Mesters but not by the transferors, Arde Bulova and Harry D. Henshel, according to their respective attorneys. WOV officials said the station would be sold to "other interests," but that WNEW New York, also controlled by Mr. Bulova, who must dispose of one under FCC duopoly rules, is "not for sale."

Statutory Court Will Be Asked to Decide On Legality

FCC'S DENIAL of the proposed transfer of controlling interest in WOV New York to Murray and Meyer Mester, made final by the Commission last Tuesday, will be appealed to a statutory court in New York, counsel for the Mesters declared following announcement of the FCC decision.

Members of the Washington law firm of Segal, Smith & Hennessey, representing the Mester brothers, said Philip J. Hennessey Jr., who participated in the proceedings, would file the appeal for hearing by a three-judge statutory court as provided in the Urgent Deficiencies Act. Mr. Hennessey was out of town when the FCC's final decision was announced, but is due to return early this week.

Horace L. Lohnes of Dow, Lohnes & Albertson, Washington, representing Arde Bulova and Harry D. Henshel, transferors, said they would not join in the appeal because "so far as we're concerned the contract is over."

Harold A. Lafount, vice president of WOV and WNEW New York, also controlled by Mr. Bulova, told BROADCASTING that WOV would be sold to "other interests" in compliance with the FCC'e duopoly rule, but that no negotiations to that end had been started. He said WNEW is "not for sale."

Follows Proposed Decision

Following the same line as the proposed findings [BROADCASTING, April 2, 1945], the final decision rejected the proposed $300,000 sale and maintained that the Mesters, owners of Balbo Oil Co., "have not established adequate technical, character and other qualifications to convince this Commission that they are capable of being entrusted with the duties and privileges inherent in a radio station license."

Acting FCC Chairman Charles R. Denny and the late Commissioner W. H. Wills, who were named to the Commission after the transfer proceedings were started, did not participate in the consideration or decision. Commissioner E. K. Jett, the FCC noted, concurred in the result.

The transfer proposal called for the Mesters to acquire 50% of the Class A stock of Wodaam Corp., licensee of WOV, as well as 80% of the Class B. The Class A holdings involved are owned by Mr. Henshel; the Class B by Mr. Bulova (60%) and Mr. Henshel (20%). Richard E. O'Dea, who opposed the transaction on grounds that it would jeopardize his interest and for other reasons, owns the remaining stock.

In its final decision the FCC declared:

"The transferees have come to this Commission seeking to assume the responsibilities and enjoy the privileges of a broadcast license but they have shown no understanding whatsoever of the provisions of the Communications Act and the rules and regulations of the Commission applicable to their operations.

Vague Knowledge

"They showed only the vaguest acquaintance with the present operations of Station WOV and were equally vague as to their plans for its future operation in the event they should be approved as licensees.

"They expect to run the station as a secondary business investment relying primarily on others than themselves to carry out their license obligations.

"They propose to increase the station's profits 'by selling more time' even though the station's schedule already shows that 75% of the broadcast time on weekdays and 83% on Saturdays is devoted entirely to commercial programs and most of the 'sustaining' programs are heavily interspersed with commercial spot announcements. . . . From their own testimony it must be concluded that they have no adequate conception of the public responsibilities of the station licensee which they are seeking to assume."

'Lack of Candor'

The Commission also contended that the Mesters in the hearing on their application "revealed an extreme lack of candor in testifying under oath as to their numerous difficulties with various governmental bodies" and that it is "reasonable to assume that similar conduct could be expected of them in the submission of future reports to the Commission if the proposed transfer were granted."

The Mesters, engaged in the edible oil business, were reported by the FCC to "have violated and disregarded the regulatory laws of the states and the Federal government." Five specific instances in which, individually or in partnership, they reportedly were involved in seizure and condemnation proceedings instituted by the U. S. Food & Drug Administration were cited. Irregularities involving them

(*Continued on page 51*)

Every 60 minutes

. . . in Philadelphia

WDAS broadcasts the news every hour on the hour

. . . and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

Evening Listening 10.5 Says Hooper

Also Reports 'Fibber' Holding On as Most Popular Show

AVERAGE evening audience rating for the week of Feb. 15-21 was 10.5 according to the Feb. 28 report of C. E. Hooper Inc. which showed *Fibber McGee & Molly* as the most popular program on the air at that time [BROADCASTING, Mar. 4]. Average rating was unchanged from the Feb. 15 Hooper report and from the report for a year ago.

Average evening sets-in-use were reported as 32.3, down 0.3 from the last report, down 0.5 from a year ago. Average available audience was reported as 80.6, down 0.2 from the last report, up 0.5 from a year ago.

Ten years ago Maj. Bowes was the most popular network program with a rating of 46.9, followed by *Burns & Allen*, 30.2; Jack Benny, 29.0; Rudy Vallee, 27.8; *March of Time*, 25.1; Fred Allen, 24.8; *Amos 'n' Andy*, 23.0; *Believe It or Not*, 22.1; *Radio Theatre*, 21.7; *Shell Chateau*, 21.5; *First Nighter*, 20.6; Phil Baker, 20.6; Bing Crosby, 20.3; *Show Boat*, 19.7; *Hollywood Hotel*, 18.8.

In the daytime program field *Breakfast in Hollywood* with a rating of 8.0 is currently the favorite but eight years ago *Dick Tracy* was the leader with 10.4. Rest of the top ten daytime programs of 1938 were *Jack Armstrong*, 9.1; *Mary Marlin*, 8.8; *The Goldbergs*, 8.8; *Little Orphan Annie*, 8.8; *Vic and Sade*, 8.6; *Pepper Young's Family*, 8.5; *The O'Neills*, 8.0; *Terry and the Pirates*, 7.8; *Road of Life*, 7.6; *Just Plain Bill*, 7.6.

RCA Communications Appoints Gen. Thomas

APPOINTMENT of Brig. Gen. Samuel M. Thomas, U. S. Army communications expert, as International Technical Representative of RCA Communications Inc. was announced last week.

Gen. Thomas

General Thomas won the Legion of Merit and the Russian Order of Kutuzov for his development of a communications system to support movement of lend-lease supplies to Russia from Persia and received the Bronze Star for his services as Chief of Staff of the Persian Gulf Command.

A Reserve officer, General Thomas entered active federal service in January 1941, after working 10 years as an electrical engineer with the U. S. Engineer Corps.

Skelton's Fable

PROUD, and equally as conscious, of their famous zoo and some of its fierce inhabitants, St. Louisans began calling KSD newsroom the other evening to inquire if the escaped lion had been caught. Puzzled at statement that KSD had broadcast news of the break, staffers checked control room. Mystery was solved when it was learned Red Skelton's "I dood it" sketch that evening had included fictitious radio announcement that a lion had escaped from the zoo.

Young Urges Formation Of WAC Chicago Office

APPROVAL of a permanent Chicago office of the War Advertising Council was urged last Wednesday by WAC Chairman James W. Young, of J. Walter Thompson Co., in appearances before 200 members of the AAAA and members of the Chicago Radio Management Club. He said at least $12,000 and preferably $25,000 would be needed to relieve the national Council of the burden of adequately "putting across" governmental and civilian welfare campaigns in the Midwest.

Mr. Young, praising the work of Duffy Schwartz in directing WAC Chicago activities since the end of OWI, said a permanent WAC outlet in Chicago is "essential" to the national program. First non-governmental programs, he said, will include the National Safety Council's traffic safety campaign, a Chicago activity. He suggested all local campaigns be pooled and screened directly from Chicago. Fairfax Cone of Foote, Cone & Belding, was considered probable chairman of a committee to raise funds for Chicago office.

PRO School Graduates Addressed at Pentagon

TO HELP orient 35 graduates from the AAF Public Relations Officers School, Orlando, last Wednesday, H. R. Baukhage and Clete Roberts of ABC, and Bob McCormick of NBC addressed the group at the Pentagon. Speaking on how a public relations man can best help a newsman get his story, the three spoke on their experiences as news reporters. Mr. Baukhage told of his coverage of the Nurenberg trials, Mr. Roberts of his work in the Balkans and the Pacific, emphasizing his wire recording experience, and Mr. McCormick told of covering the Pacific war.

The graduates, now on tour of Washington headquarters represent officers of the postwar Air Forces, and are either regular Army or have signified intensions of staying in the Army after war service. Sessions were arranged by the new AAF Radio Operations Section, under Capt. Starr Smith.

Agenda for Agency Sessions Outlined

Meeting Set for April 10-11 At Waldorf-Astoria in N. Y.

U. S. ADVERTISING agency men will have their eyes cocked on a future economic situation drearier than the roaring sellers market of the present when they gather April 10 and 11 in New York for the national meeting of the American Assn. of Advertising Agencies.

Richard Compton, president of Compton Advertising Inc., New York, and chairman of the Association's program committee, predicted that "when the present honeymoon is over, when the sellers market has passed, "U. S. business must match production skill with efficient distribution.

The Association, taking "Distribution or Bust," as its meeting theme, will seek to discover how advertising must help U. S. industry to develop distribution. During the two-day meeting, four closed business sessions and a dinner meeting will explore the distribution theme.

Personnel Problems

First session will discuss personnel problems. Second session will be devoted to information services, with most leading media, including FM and television broadcasting, on the agenda.

Improvement of advertising content and ethics will be the subject of the third session, including an analysis of advertising's newest development as a tool of top-management. Final session will be concerned with "Understanding of Agencies and Advertising," including "What Media Think About Agencies."

Dinner meeting will be held at the Waldorf-Astoria, where all sessions will be held, on April 10. Besides Mr. Compton, others on the meeting's program committee are Frederic R. Gamble, president of the Association; John L. Anderson, McCann Erickson, New York; Leo Burnett of Leo Burnett Co., Chicago; Gerald Carson, Benton & Bowles, New York; Emerson Foote, Foote, Cone & Belding, New York; Sigurd S. Larmon, Young & Rubicam, New York, and Henry M. Stevens, J. Walter Thompson, New York.

Religious Program

A RELIGIOUS program for youth, with program ideas suggested by youngsters, is planned by International Council of Religious Education, Chicago, for network airing (probably NBC) in the fall. Program would be a half-hour Saturday morning broadcast with United Christian Youth Movement, represented by ICRE, footing production costs. ICRE says series will not be an attempt to air religious teachings but believes there is need of a good strong youth program beamed to young people.

KFMB Sells SAN DIEGO

KFMB dominates San Diego's lucrative market from within. Exclusive ABC (American) Network programs provide assured audience of the 374,940 people who live within 15 miles of our antenna. (94.2% of the entire San Diego county population).

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Volume of Sales is related to BUYING POWER

. . . and the BUYING POWER within WLAW's .5 mv/m contour approximates $2,198,419,800! (Sales Management estimate) WLAW gets results from this 3 state market night and day.

5000 WATTS 680 KC

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

BMI Pin Up SHEET

Hit Tunes for March

ARE THESE REALLY MINE? (Campbell-Porgie)
Vaughn Monroe—Vic. 20-1736 • Gene Krupa—Col. 36890

ATLANTA, G. A. (Stevens)
Sammy Kaye—Vic. 20-1795 • Woody Herman—Col. 36949
Shep Fields—Vogue 712
Jimmy Davis—Lowrence Welk—Dec. • Five Red Caps—Joe Davis
(Soon to be released)

BUZZ ME (Preview)
Louis Jordan—Dec. 18734 • Ella Mae Morse—Cap. 226
Henry "Red" Allen—Vic. 20-1808 • Sippie Wallace—Mercury 2018

COME CLOSER TO ME (ACERCATE MAS) (Melody Lane)
Larry Stevens—Vic. 20-1776
Carmen Cavallaro—Dec. (soon to be released)

IT'S DAWN AGAIN (Goode)
The Three Suns—Maj. 1027 • Shep Fields—Vic. 20-1751

SLOWLY (Rudy Vallee Music)
Kay Kyser—Col. 36900 • Dick Haymes—Dec. 18746
Gordon MacRae—Music. 15052 • Mark Warnow—Sonora 3002

TAKE CARE WHEN YOU SAY "TE QUIERO" (London)
Guy Lombardo—Dec. 18730 • Tommy Tucker—Col. 36916
Charlie Spivak—Vic. 20-1806

THE MOMENT I MET YOU (Embassy)
Tommy Dorsey—Vic. 20-1761

WAITIN' FOR THE TRAIN TO COME IN (Block)
Peggy Lee—Cap. 218 • Harry James—Col. 36887 • Louis Prima—Maj. 7156
Johnny Long—Dec. 18718 • Monica Lewis—Sig. 15010

WE'LL BE TOGETHER AGAIN
Les Brown—Col. 36896 • Pied Pipers—Cap. 207 (Loft-Marmor)

WHAT A DEAL (Vanguard)
Martha Tilton—Cap. 222

THERE'S A BMI HIT FOR EVERY TYPE OF SHOW

BMI **BROADCAST MUSIC, INC.**
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Goan Declares All Charlotte Stations Aided Police in Search for Kidnaper

FOLLOWING letter was received last week from Walter H. Goan, general manager of WAYS Charlotte, N. C.:

This letter has reference to the recent kidnaping case in Charlotte, N. C., in which little 4-year-old Terry Taylor of this city was abducted by her nurse and a police search was instantly launched throughout the eastern half of the United States. Naturally, all three of Charlotte's radio stations offered their facilities to local police for use in expediting the child's safe return. It so happened that WAYS installed broadcast facilities in the office of the chief of detectives in Charlotte for his instant use in relaying any important news concerning the case. When the case did break and news was received by the police that the little girl had been found safe in Maryland, the first report of this was broadcast over WAYS direct from the office of the chief of detectives by the chief himself. This was at 8:03 on Thursday night, February 28. Later that same night, at 8:39 p.m. to be exact, WAYS broadcast an interview with the child's parents, again direct from the police headquarters.

In each of these instances, WAYS was several minutes ahead of any other Charlotte station in bringing the breaking of the case to the attention of the public. Furthermore, WAYS was the only station with remote equipment installed at police headquarters to expedite broadcasting of this news when the case finally broke.

Seek Cooperation

These instances are brought to your attention, not because of any selfish desire WAYS has to commercialize on the acute suffering of the human beings involved in this sensational case, but to seek your cooperation in helping prevent recurrences of further station efforts to obtain complete credit for other efforts in any similar event.

WBT released news to the trade papers and the local papers, emphasizing the "scoop" and "exclusive" angle. If the truth were known and had WAYS gone to the extreme of capitalizing on this human tragedy by tooting its own horn, the facts would substantiate that WAYS was first in getting the "air-break" and the facilities of WAYS were as much employed by police to help in their solution of the case as were the WBT facilities.

It was not a scoop for anyone. It should not have have been. It was a serious tragedy that had a father and mother distraught with grief. And radio was playing its part—supposedly unselfishly—in helping locate the child. We do not seek credit. WAYS is happy merely that little Terry is back home. We seek only this—to remain in the eyes of the industry at least a station that is community-conscious and is ably staffed and equipped to hold our own with any competing station in our market.

In the interest of sound and sane broadcasting, I remain cordially,

W. H. GOAN.

FM Allocation

(*Continued from page 36*)

witnesses that the area served by an FM station in the higher band would be 60% less than for a comparable station on the lower band. The test measurements at Deerfield, Ill., and Andalusia, Pa., were each limited to one receiver location, it said. "Predictions for the entire service area of a station or for the country as a whole cannot properly be based upon two receiver locations," it held.

Secondly, the Commission said, the Deerfield measurements on the lower band were in disagreement with "proof of performance" measurements made pursuant to the Standards of Good Engineering Practice and with other data on propagation. "Where a single series of measurements thus conflicts with the volume of data available, it obviously cannot be considered as conclusive by the Commission," said the report.

Third, the Commission continued, "the analysis made of the Deerfield measurements defined 'satisfactory service' in the upper band as 10 microvolts per meter, but accepted a signal only one-half as strong as satisfactory in the lower band." The report pointed out that the Zenith two-band receiver exhibited at the hearing requires 20-25 microvolts in the lower band and only 10 microvolts in the upper band.

Factors Missing

Fourth, said the report, the Deerfield measurements were made at a point considerably beyond the service areas of the stations measured, gave no evidence to show whether the drop-outs would be greater on one frequency or another within the recognized service contours, and were made during the summer and early fall when tropospheric transmission is above average.

"Accordingly," it declared, "the Deerfield measurements can at best be considered as indicating that, in a region so far from the transmitter that satisfactory FM service is doubtful in either band, the service in the lower band is somewhat less satisfactory than the service in the upper band for the period of observations."

The Andalusia measurements were similarly inconclusive, the Commission said, and "serve only to indicate that at a point where all bands are unsatisfactory, some bands are less satisfactory than others."

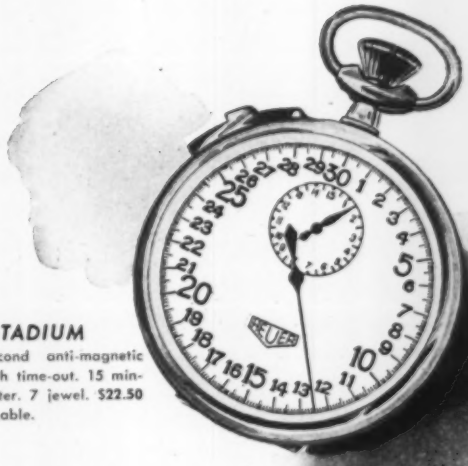
BROADCAST MUSIC Inc., New York, has issued a special edition of its "Music Memo" on system utilized by WOR New York in indexing its records and transcriptions.

When timing counts . . . count on

HEUER

TIMERS AND CHRONOGRAPHS

OF UNSURPASSED EXCELLENCE



THE STADIUM
1/10 second anti-magnetic timer with time-out. 15 minute register. 7 jewel. $22.50 —not taxable.

THE ALL-TIMER
17 jewel wrist chronograph. Anti-magnetic shock-resistant. Regular watch plus 1/5 second stop watch with time out. 30 minute register, also 12 hour register. Tachometer dial. $145.00 Federal tax included.

THE TROPHY
1/10 second anti-magnetic timer with split action for timing simultaneous performances. 15 minute register. 7 jewel. $75.00 —not taxable.

Here's split second timing you can depend on... accurate...easy-to-read...in timers and chronographs that incorporate the most advanced scientific developments.

Timing in 1/5 or 1/10 seconds...with elapsed time recorders to show how long you've been on the air...with time-out features for timing those rehearsals and scripts when interruptions are so frequent.

They're anti-magnetic...precision instruments. Not just "another product" of a watch-maker but timing mechanisms developed by craftsmen who for over 80 years have specialized in timers and chronographs exclusively.

For the finest in timing...for start and stop on the dot accuracy...ask for Heuer.

Write for illustrated booklet RB and name of nearest dealer

for

Announcers
Radio Technicians
Producers
Program Managers
Script Writers
Commentators
Advertising Agencies
and for sports and all other activities where split second timing is required.

Specialists in timers and chronographs since 1864

HEUER CHRONOGRAPH COMPANY • 630 FIFTH AVENUE, NEW YORK 20

BALTIMOR
FOOD SA

A good salesman has "sell" in his voice. In Baltimore WBAL's voice has that "sell" as proven by impressive direct sales in the food field. And at WBAL, selling thru the air is backed up by an aggressive "behind the scenes" sales promotion and merchandising department that synchronizes program advertising with effective point of sale merchandising.

Food advertisers with schedules on Baltimore's powerful 50,000 watt

HE SELLS THROUGH THE AIR

RE'S GREAT
ALESMAN

NBC network station register sales where they count . . . at the cash register.

Normal healthy growth creates ever increasing appetites . . . and Baltimore has both. Yes sir! food sales are UP and Baltimore's Great Food Salesman is UP TO THE JOB AHEAD.

BASIC N B C NETWORK
Nationally Represented by
EDWARD PETRY & CO.

WBAL
50,000 WATTS
BALTIMORE

WITH THE GREATEST OF EASE

Editorial

Parasite Loss

WARTIME economics, which knocked pie-charts and reference data askew, for radio served one useful purpose. The time-chiseler and the per inquiry artist practically disappeared.

But, it now is evident the time-chiseler was only hibernating. He's becoming active again on the assumption that station schedules will loosen and that with the influx of new stations the rate card won't be so sacrosanct.

Before the war radio was doing well in cleaning house. With the war which brought abnormal time-buying, broadcasters found it was relatively easy to turn down the press agents and the contingent buyers. They gave—and are still giving—substantial time to war effort and Government programming; there was no room for the parasite.

Now stations are being besieged with dozens of free-time appeals. Many seem deserving. Where they are properly cleared, most stations carry them. The trouble develops with the borderline cases and the enterprising agencies that use novel and even unethical pressures.

Every station manager should set up suitable safeguards against time-chiselers. Standards already are established under the NAB code. Where these questionable "accounts" come to the attention of the NAB, stations will be notified promptly. There's a stock answer for them—the rate card and conditions of acceptance.

Blind Spot or Oversight?

THIS IS for the special attention of WEMP, WISN and WTMJ—all of Milwaukee. Others may read over their shoulders if they wish.

Walter Geist, president of the Allis-Chalmers Mfg. Co. of Milwaukee, has written a pamphlet entitled "A Program for Community Relations". It is No. 2 in a series of brochures distributed under direction of the National Electrical Manufacturers Assn.

Mr. Geist discusses his company's policy in "selling itself" to its community. It is an intelligent, if not comprehensive, discourse. It mentions all of the devices used by Allis-Chalmers to bring its story to Milwaukeeans. But no place in the pamphlet does the word "radio" appear.

There is heavy emphasis on the company's newspaper advertising program in two Milwaukee newspapers—each of which is involved in station ownership, incidentally.

In any "Program for Community Relations", Mr. Geist should know and certainly does, radio must be considered prominently. We trust his failure to mention the medium is an oversight, especially in view of the fact that his company believes in broadcasting. Allis-Chalmers sponsors the second half of the Boston Symphony Orchestra on ABC (9:30-10:30 p.m. Saturdays). Furthermore, the firm is a large spot user and a pioneer in broadcast sponsorship.

We think representatives of WEMP, WISN and WTMJ could—with profit to the medium of which they are a part—pay a visit to Mr. Geist.

William Henry Wills

THE PASSING of Commissioner William Henry Wills is keenly felt by his colleagues and by all who had come to know him. In less than a year on the FCC he had endeared himself to his co-workers and to all in radio with whom he had dealt.

Gov. Wills was not a well man when he was appointed to the FCC last July, after having distinguished himself as Vermont's governor. He had been told by his physician that he should not overtax his strength. Despite his chronic heart condition, he insisted upon pulling his weight, cognizant of the heavy load the FCC had to bear. He took his turn at hearings in the field—a rigorous assignment for any man. He had just completed a fortnight of hearings in Florida when he returned to Washington to participate in last Monday's Commission meeting. He left the same night for Brockton to resume his hearing schedule. The pace was too fast. He died early Wednesday morning after having presided at the Brockton hearing all day Tuesday.

Gov. Wills had a premonition about his condition. But those around him could never detect it. He exuded cheerfulness. He enjoyed being with people. And he insisted upon pulling his oar.

Radio extends to Gov. Wills' bereaved family its heartfelt condolences. Radio heads are bowed in reverence to a distinguished public servant.

The Labor Slant

THERE'S NEED for some clarification on radio's position as to labor. The only bright spot in the otherwise ominous labor picture has been the Congressional rebellion against the Petrillo shakedowns—a corrective measure directed against the AFM and no other labor union.

Most disconcerting is the move of CIO and of such AFL unions as AFRA and IBEW to rally to the defense of Petrillo. Evidently the only motive is to block labor legislation of *any* character, in the fear that it will open the floodgates. There isn't a single instance, as far as we're aware, of major CIO unions attempting to collect for unperformed work, which is the cornerstone of Petrillo's union structure. CIO, based on its stated precepts, should be for, not against, a ban on make-work practices.

Similarly, AFRA and IBEW, with a few exceptions, have been dealt with fairly and squarely by radio and have prospered. They have enjoyed progressively higher wages and good working conditions as radio has moved forward. How can they hope for continued progress if radio, by dint of the demands of others, is blackjacked for great sums with no production in return?

The anti-Petrillo legislation, which is the outgrowth of public indignation, certainly can't be regarded as the signal for an anti-labor witch dance by radio ownership. Station management understands that the working man is here to stay and that in many instances he is going to join unions.

For radio, which lives in a glass house, to start tossing rocks at labor in general would be ridiculous. Radio rebels only against blackmail and extortion, not the legitimate rights of labor, where organized, to bargain.

Our Respects To —

WILEY POPE HARRIS

WILEY HARRIS came into radio from the clothing store business. He got into the clothing business through the practice of law. Looking back at the sometimes devious routes his career has taken, he concedes that fate probably more than any other factor has picked his path for him.

If ancestry had set the course, he would not today be a broadcaster, director of WJDX Jackson, Miss., a member of the board of directors of the National Assn. of Broadcasters, and president of the Mississippi Assn. of Broadcasters. Ancestry probably would have guided him into a legal or political career, for two of his ancestors were governors of Mississippi and another, his paternal grandfather, Judge Wiley P. Harris, was a noted lawyer and onetime congressman from Mississippi.

Mr. Harris became a lawyer "by persuasion, and not by preference." After attending Millsaps College, taking a commercial course and engaging in the hardware business at Vicksburg for a while, he returned to his home town of Jackson, Miss., to open a business of his own. There he found that many of his young friends were going to the U. of Mississippi to study law. He went along with them.

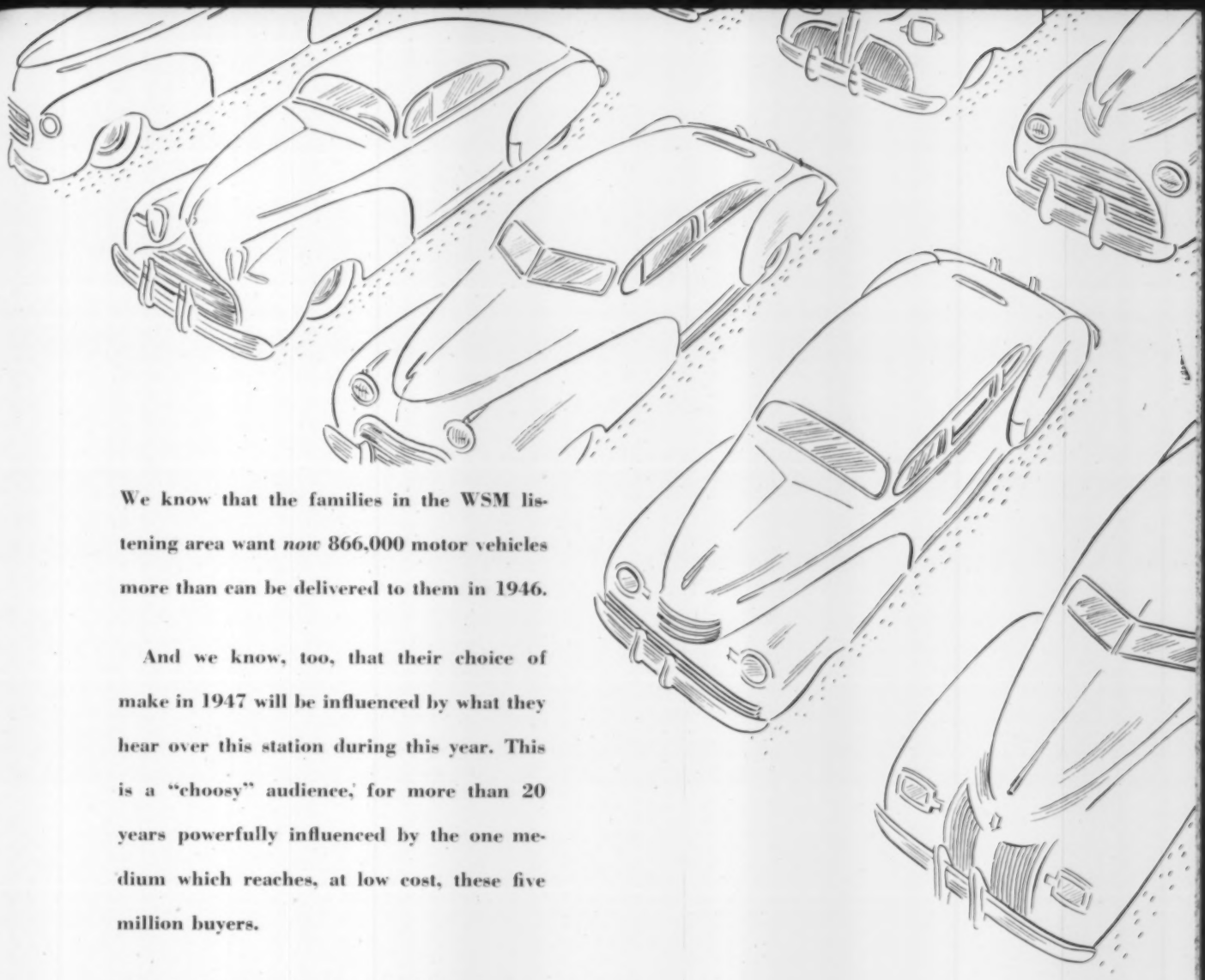
Receiving his law degree at the university, where he was a member of Delta Kappa Epsilon and president of the Pan-Hellenic Council, he returned to Jackson to practice law—and suddenly found himself in the clothing business. This came about when one of the partners in a client firm died and Mr. Harris, at the request of the other partner, took over management of the business.

Fate was waiting just around the corner from that clothing store, in the form of P. K. Lutken, an executive of Lamar Life Insurance Co., licensee of WJDX. One day in 1930, Mr. Lutken entered the store and asked: "Wiley, how would you like to manage our radio station?"

Surprised, Mr. Harris first said, "No." He knew no more about radio than any other layman, and he felt he could not handle the position. But Mr. Lutken was persistent. Mr. Harris finally agreed, but he wouldn't take over the reins until he had spent several months studying the technique of the new job.

Before he would make a definite agreement to manage WJDX, Mr. Harris exercised considerable foresight in protecting himself in the indulgence of his two main hobbies. He saw to it that his contract contained a clause—and it's still there—which stipulates that he may

(*Continued on page 48*)



We know that the families in the WSM listening area want *now* 866,000 motor vehicles more than can be delivered to them in 1946.

And we know, too, that their choice of make in 1947 will be influenced by what they hear over this station during this year. This is a "choosy" audience, for more than 20 years powerfully influenced by the one medium which reaches, at low cost, these five million buyers.

It would take a costly and elaborate combination of media to cover the families who depend on WSM, because it has never let them down in all these years.

HARRY STONE, *Gen. Mgr.*

DEAN R. UPSON, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

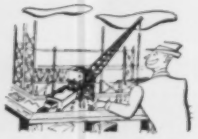
W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

SECOND REPORT FROM THE MOUNTAIN



About the day after tomorrow Earle C. Anthony, Inc. will have completed the first of three building units to comprise its FM Station on Mount Wilson. This first unit provides temporary housing for the FM transmitter and living quarters for the station's engineers. Expected delivery date on the transmitter was to have been March 1st, but due to conditions beyond control, the time of its arrival is now uncertain. When available, however, the transmitter will be the latest FM equipment containing the Phasitron Tube developed by Zenith and General Electric. Auxiliary installations at the Anthony site now include a 150,000-gallon reservoir, fed from Strayns Canyon 750 feet below Mount Wilson. It required 2,100 feet of 2½" pipe to complete the water development. Also in operation are two Caterpillar Diesels that produce 30 kilowatts at 440 volts, 60 cycles each. Total investment for the FM Station will approximate $150,000.

NOTES ON PERSONNEL

Out of the service and back on the KFI Announcers Staff are *Bill Stulla* and *Charlie Anderson*. Stulla spent three years with the Armed Forces Radio Service, two of which were served in India, and Anderson was a Captain with the 8th Air Force based in England.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Respects

(*Continued from page 46*)

have reasonable time for hunting and fishing.

Lean, soft-spoken but determined, Mr. Harris in his 15 years as WJDX manager has guided the station from a parttime 500-watter to today's fulltime 5 kw "Voice of Mississippi."

He was born in Jackson, the son of James Bowmar and Sallie McWillie Harris. He was educated in private schools and in Jackson public schools, before going to Millsaps College and the state university. During his hardware days in Vicksburg he developed an interest in dramatics which, he believes, later was largely responsible for Lamar Life Insurance Co.'s offer of the WJDX managership.

He has taken an active interest in the civic life of Jackson. He was first president of the Young Men's Business Club, a forerunner of the Junior Chamber of Commerce. He is a past president of the Rotary Club and has climbed to the pinnacle in Masonry, being past master of the Blue Lodge, past commander of the Commandery, past potentate of Wahabi Temple, and a lifetime member of the Imperial Council.

His love for outdoor life has found a happy outlet in Boy Scout work. He has been chairman of the troop committee, chairman of the court of honor, Eagle Scout commissioner, and has received the Silver Beaver Award "for outstanding work among boys."

He was elected director of the 6th NAB District in the Memphis meeting in February.

If Mr. Harris ever regrets that he was diverted from a legal or political career, he doesn's admit it. He had a chance to follow both. Friends once prevailed upon him to offer his candidacy for an unexpired term in the state legislature and he agreed—but only after extracting a promise from friends that they would not ask anybody to vote for him, that he would not be required to make a speech of a personal solicitation, and that he would not have to promise anybody anything. He was elected to the unexpired term and then to a full four-year term.

Mr. Harris married Grace Watkins of Aberdeen, Miss. and they have a daughter, now the wife of Lieut. Col. Battle Barksdale, who is serving in Europe. Besides hunting and fishing, his main hobby is golf. He twice tied for low medal score in the state championship matches, and once failed only in the finals to cop top honors.

KTMC to ABC

KTMC, McAlester, Okla., effective April 1 becomes an ABC affiliate as a bonus station. Station operating full time with 250 w on 1400 kc, is owned by the McAlester Broadcasting Co. and managed by C. E. Wilson.

MANAGEMENT

R. B. WESTERGAARD, vice president of Scripps-Howard Radio Inc., has returned to his post as general manager of WNOX Knoxville, Tenn., following release from Army service. **O. L. TAYLOR**, who acted in place of Mr. Westergaard during his absence continues as station director.

KENYON BROWN, general manager of KOMA Oklahoma City, has been appointed general chairman of the Tenth District board of directors meeting of the Advertising Federation of America to be held in Oklahoma City May 5-6. Keynote of meeting will be the Southwestern Advertising Fair, an exhibit of outstanding contributions to the field of advertising in the Southwest.

J. WOODROW MAGNUSON, assistant to the station director of WBEN Buffalo, is now instructor in radio dramatics at Buffalo YMCA evening school.

J. FRANK BURKE Jr., released from Navy as lieutenant, has resumed duties as general manager of KFVD Los Angeles. **J. FRANK BURKE Sr.**, station owner, was acting manager during his son's absence. Located at 338 S. Western Ave., station is being remodeled and renovated with lower floor of structure converted into executive offices.

H. QUENTON COX, station manager of KGW Portland, Ore., has been awarded the U. S. Treasury Dept. silver medal for meritorious service to the Treasury War Finance Division.

WALTER EVANS, vice president and executive head of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., is recuperating in Ft. Pierce, Fla., from an illness brought on by over-work during war period.

DR. W. R. G. BAKER, vice president, General Electric Co. and director of RMA engineering department, will speak on the subject of "The Transmitter Engineer and the Electronics Industry" at the RMA spring meeting dinner, April 30 in Harrisburg, Pa. **R. C. COSGROVE**, president of RMA, will be toastmaster.

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs., March 13 is to address the March meeting of the Society of Motion Picture Engineers on the use of motion pictures in television at the new DuMont television studios, Wanamaker Bldg., New York.

W. T. CRANSTON, manager of CKOC Hamilton, Ont., has been invited to lecture on broadcasting as an advertising medium at the advertising and salesmanship course for war veterans at McMaster U., Hamilton. Course is conducted by the Hamilton Sales and Advertising Club.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, is in New York to study independent station operations and confer with agencies and their clients on summer advertising plans. He also will confer with executives on WJR Detroit and WGAR Cleveland, returning after three weeks to his West Coast headquarters on March 22.

EVELYN HICKS, assistant manager of WSGN Birmingham, Ala., left March 3 for Miami, Fla., on extended leave of absence.

Milestones

A. CARMEN SMITH, president of Smith & Drum, Los Angeles, starts his forty-first year in advertising this month . . . . WAYS Charlotte, N. C., is celebrating its fourth anniversary with open house and studio tours . . . . Two NBC shows broadcast special programs for birthday celebrations as Procter & Gamble *Truth or Consequences* March 23 enters seventh year and March 10 weekly public service feature *Story to Order* begins second year on the network . . . . WEW St. Louis has completed preparation of the 1,500th consecutive master for the transcribed *Sacred Heart Program*, now in sixth year and currently aired 763 times weekly throughout U. S. and the world . . . March 14 is beginning of ninth year of Joe Bier's *News of the Farm* program on WOR New York, originated Mon.-Sat. 5:45-6:30 a.m. from a model New Jersey farm.

WGHF Tests

EQUIPMENT tests are now being conducted by WGHF New York, FM-facsimile station owned by W. G. H. Finch. Station is assigned 99.7 mc.

No California Merger

WITH PLAN for a state-wide California Broadcasters Assn. abandoned, Southern California Broadcasters Assn. and Northern California Broadcasters Assn. will retain respective identities but keep each other apprised of inimical legislations and other vital industry trends in their areas. Possible consolidation with state association becoming an NAB member was discussed formally at 15th and 16th District meeting last January. Subsequent discussion convinced executives of the two groups that such consolidation was impractical.

Anchor Hocking Drops

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio, is dropping *Dave Elman's Hobby Lobby*, Thurs. 9:30-10 p.m. on CBS, but its agency, William H. Weintraub & Co., New York, has bought an option on a new show titled *Feature Assignment* for possible replacement. Latter program is owned and produced by Bernard Procter of Procter Radio Productions. Format features outstanding newspaper reporting jobs with reporter of dramatized story appearing personally each week to receive a "feature assignment" award.

DIAL 580
YOUR BEST BUY IS CKEY
Number 1 station in Canada's richest market
CKEY

Oklahoma Network's Concentrated 7-Major-Market Audience In Your 1946 Schedule

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That's what you get when you use the Oklahoma Network . . . and you can use ALL SEVEN for approximately HALF THE COST of any two of Oklahoma's highest-powered stations—or as few as three—and still get the network rate.

Concentrate on these stations covering and PENETRATING concentrated major market audiences—ONE CONTRACT—ONE CONTACT—ONE STATEMENT!

OKLAHOMA NETWORK

KADA Ada; **KBIX** Muskogee; **KCRC** Enid; **KGFF** Shawnee
KOME Tulsa; **KTOK** Oklahoma City; **KVSO** Ardmore

Assures You Audience in the Richest Markets in Oklahoma

AMERICAN BROADCASTING CO. AFFILIATES IN OKLAHOMA
ROBERT D. ENOCH, Managing Director, Apco Tower, Oklahoma City

Hon. Norman Heyne
Ruthrauff & Ryan, Inc.
Chicago

Dear Norm:

I'm beginnin' to think this Public Service Director of ours, Harry Brawley, does more work around here than I do . . . now he's started another program, and this one is called, "School News of the Day". Harry passes along newsy items about the schools, and you'd be surprised at the thousands of listeners he has, what with the teachers and students listenin' with their school radios and the women folks at home tunin' in. Why it's such a good program, the National Education Association is writin' it up in their journal . . . And if you won't tell the boss I've been readin' the mail again, here's what the superintendent of schools said in a recent letter to Harry, ". . . your program is a great service to the schools and to the community." Nuff said!

Yrs.
Algy

WCHS
Charleston, W. Va.

COMMERCIAL

JAMES MATHENY, formerly with WFBM and WIRE Indianapolis, has joined WLS Chicago sales staff. He recently was discharged from AAF, served in ETO.

LATHROP MACK of NBC's Spot Sales Dept. is captain of a five-man bowling team which will represent NBC in the metropolitan New York Bowling Championship.

THOMAS D. RISHWORTH, manager, NBC Package Sales Division, March 2 married Harriett Jane Gould, former WAC major.

FISKE LOCHRIDGE, formerly with Omara & Ormsbee, Chicago, has joined The Katz Agency, Chicago, as salesman.

LAURIE CONNON, traffic manager of CKOC Hamilton, Ont., is recovering from an appendectomy.

DOUG ELMORE, account executive of All-Canada Radio Facilities, Toronto, and formerly on the sales staff of CKWX Vancouver, and **BERNE COLLINS**, former CKWX continuity writer, have announced their engagement.

CKFI Fort Frances, Ont., has appointed H. N. Stovin & Co., Toronto, as exclusive representative.

ARNOLD JOHNSON, in the Army for almost three years, has returned to NBC Chicago sales traffic department.

ROD KLISE, formerly with WIND Chicago, has joined KEVR Seattle as account executive.

ROBERT J. CAMPBELL has rejoined the commercial department of WWVA Wheeling, W. Va., after four years and seven months with AAF. He was released from service as captain, was B-17 and B-29 instructor.

WALLY DUNN and **LEON BETZ**, released from armed forces, rejoin sales staff of KOCY Oklahoma City.

BILL ZIETZKE has resigned from the sales staff of KGVO Missoula, Mont., to become funeral director of Marsh and Powell Funeral Home, Missoula. He is succeeded at KGVO by **JOHN F. JAROSCH**, released from the Army after five years' service.

ROBERT D. THOMAS, sales staff member of WBNS Columbus, Ohio, has returned to the station following three and a half years' service with Army Counter Intelligence Corps, Office of Chief of Transportation, Baltimore. He resumes duties as eastern manager of national sales. He previously had been with station from 1937 to Aug. 1942.

Mr. Thomas

MITCH BETTERS, formerly on the announcing staff of WTHT Hartford Conn., has been transferred to station's sales department. He will continue to handle three weekly telephone quiz show.

J. DUDLEY SAUMENIG, sales manager of WIS Columbia, S. C., March 12 is to address Chester (S. C.) Rotarians on television.

WELLS BRUEN, sales staff member at WCKY Cincinnati, is teaching a class in advertising principles and copy writing at evening college of Xavier U.

ROY CHAPMAN, released from the Navy, has been added to the sales staff of CKNW Westminster, B. C.

Report on Flamm-Noble Damage Suit Clarified

CLARIFICATION of the report published in BROADCASTING'S March 4 issue on the outcome of the suit of Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of American Broadcasting Co., to whom the station had been sold by Mr. Flamm in 1940, was requested last week in Mr. Flamm's behalf. The jury returned a verdict of $350,000 against Mr. Noble in Mr. Flamm's $2,925,000 suit. Mr. Noble's counsel has announced intention to appeal from New York Supreme Court decision.

A telegram to BROADCASTING on March 5 from Dave Golden, of the staff of WPAT Paterson, N. J., in the ownership of which Mr. Flamm now is identified, follows in full:

These are facts you requested I wire you regarding Flamm-Noble trial. Trial began Feb. 5th ended March first. Approximately 25 witnesses heard, 17 on behalf of Flamm. According to record it took jury exactly 46 minutes to arrive at unanimous decision to award Flamm judgment of $350.000. Also a matter of record the Flamm attorneys were engaged to start this action January 1943 or at least 6 months before station was sold to Strauss. When Flamm's attorneys took matter up with Tom Corcoran in Washington in spring of 1943 there was no knowledge that Noble was even contemplating purchasing Blue or selling WMCA to Strauss or anyone else.

(Signed) DAVE GOLDEN

Gen. Sarnoff Urges Religion to Action

Explains Need to Keep Man In Step With Science

TO THE FEDERAL Council of Churches of Christ in America, meeting in Columbus, Ohio, Brig. Gen. David Sarnoff, president of RCA, last week addressed a sober plea to save mankind from scientific annihilation.

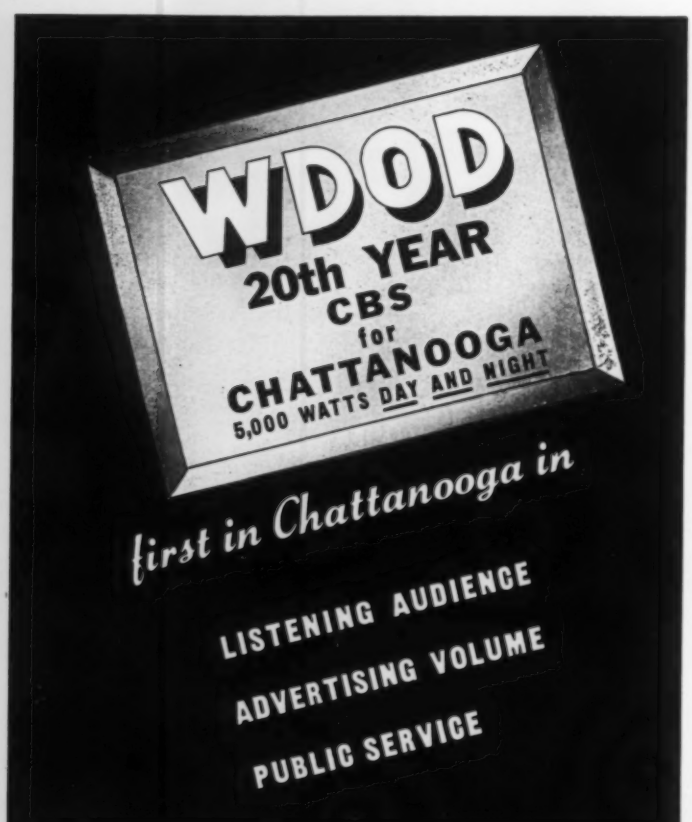
Said he: "Man is out of stride with the march of science. Should he . . . release atomic power to blow up the spiritual and humanitarian barriers that hold back the Apocalypse, then death, famine, fire and pestilence, enflamed by war, will race across the hemispheres."

"The very science which split the atom, invented the machines of death which the Allies used to end the war, has also created an uneasy peace," said Sarnoff. Man's single hope lies in arousing his consciousness to the now incredible monstrousness of his machines. To the churchmen, Sarnoff gave a solemn reminder: "The task of awakening the soul of man and raising his moral level is your mission. . . . For neither science nor politics is a substitute for religion."

Yet man, who has excused his lack of spiritual development on the slim reasoning that he has been too busily engaged in simply keeping alive, may well apply the scientific mechanisms he has perfected to "meet his basic needs with less drudgery and without conflict." Thus, concluded Sarnoff, man would gain the means and time "to enjoy more of the spiritual and cultural values of life."

Swan Cancels

LEVER BROTHERS Co., Cambridge (Swan Soap), is dropping sponsorship of the daytime serial *A Woman's Life* on CBS at the end of this month. Agency is Young & Rubicam, New York. Sponsor is dropping show because of current fat shortage.



ALLIED ARTS

WILLIAM C. GARTLAND, with release from the Army, has joined NBC Hollywood as thesaurus and syndicated salesman for network's Western Division Radio Recording department. Prior to service he was with NBC New York.

SKITCH HENDERSON, onetime NBC musical conductor in Hollywood and recently discharged from AAF, has organized his own band and been signed to record for Capitol Records Inc.

R. H. McCULLOUGH, director of television and pre-fabricated theatres for National Theatres, has returned to Los Angeles after six weeks in New York where he studied new television developments connected with their application to motion picture houses.

WALTER ADDITION WATSON, for three months sales promotion manager of Hoffman Radio Corp., Los Angeles (set and equipment manufacturer), has resigned that post to devote full time to Hollywood Radio Transcription Inc., which he recently organized.

JOHN HIESTAND & Assoc., Hollywood radio production unit, has established offices at 6000 Sunset Blvd. Telephone is Hollywood 6080. **JOHN HIESTAND**, former announcer on NBC "Kay Kyser's College of Musical Knowledge," and during the war in charge of OWI psychological warfare activities in Southwest Pacific, heads radio package firm.

TELEFILM Inc., Hollywood television film production company, has taken added office space at 6039 Hollywood Blvd. In addition architect's plans for new four-story building to house headquarters have been completed. Structure will be erected late this year on Hollywood Blvd. property already owned by firm.

JIM BRAY, returned from overseas duty with the Navy in radar work and former engineer with FCC, is now chief engineer for Melody Wired Music Co., Miami Beach, Fla. At one time he had been with WKY KTOK KARK KGHI KLZ KTFI.

HARRY E. SHUBART, released by the Army as major in Air Technical Service Command, has established public relations office in Denver, Col., at 521 Empire Bldg. He formerly had been with University of Chicago, conducting promotion work on university's radio programs. At one time he was managing editor of Advertising Age.

COLUMBIA RECORDING Corp. has made the following changes in personnel: **JACK HEIN**, formerly district manager for the Chicago territory, has been appointed assistant to **PAUL SOUTHARD**, vice president in charge of sales; **JOE LUCAS**, district manager for Columbia before the war, has returned from the Navy to take over Chicago territory; **JOSEPH BOTT**, former record salesman for Tri-State Distributing Corp., Cincinnati, replaces **BUS CROSS** in the Charleston, Pittsburgh, Cincinnati, Louisville territory while Mr. Cross takes over Cleveland, Detroit, Toledo, Buffalo area. **KEN McALLISTER** returned from the Navy March 4 to take post in sales department in charge of merchandising.

PHILIP F. FRANK has been appointed executive secretary of Broadcast Measurement Bureau. He has been chief of BMB's subscriber service, over which he will continue supervision.

Mr. Frank

ROBERT ELMORE, released from the Navy, has returned to Research Institute of America, New York, as director of advertising.

SAM E. ROSEN, president of Superior Records, Hollywood, is currently in New York to set up distribution of recordings in that city as well as Chicago and Cincinnati.

SAPPHIRE CLUB, consisting of Hollywood recording technicians recently organized, will hold its monthly dinner meeting at Billingsley's Restaurant March 13. Chet Boggs of Columbia Records will be chairman.

ALBERT M. WHARFIELD, until recently Army major and chief of the Radio Branch, War Department Bureau of Public Relations, has returned to C. E. Hooper Inc. in a a major executive position. Mr. Wharfield served in England and the Mediterranean Theatre from 1942 to 1944 when he returned to the War Dept. He succeeded **COL. EDWARD M. KIRBY** as chief of the radio branch last fall.

RADIO PRESS SERVICE, New York, is publisher of a monthly service "Editors Calendar" directed to radio directors, feature writers and advertising copywriters giving historical and cultural dates as well as announcements of important conferences, meetings and exhibitions each day for the succeeding three months.

ROGER WHITE Co., New York, has produced three new recorded shows. They are: "Storyland Theatre," half-hour show based on original modern children's stories; "Lady Dick," half-hour mystery series, and "Eddie 'n Duke," twice-weekly quarter-hour comedy program about two GI's who have returned to civilian life in Brooklyn.

A. C. URFFER has been appointed director of industrial relations of the Federal Telephone and Radio Corp., New York, domestic manufacturing affiliate of the International Telephone and Telegraph Corp. Before joining Federal in 1944 Mr. Urffer had been associated with the management consultant firm of Stevenson, Jordan and Harrison, New York, and previous to that with General Electric Co.

PUBLIC SERVICE DEVELOPMENTS, with offices in San Francisco and Hollywood, is being organized by **CATHERINE SIBLEY**, formerly NBC San Francisco director of public service. New advertising agency will specialize in packaging public service radio programs and 16 mm film for television.

PAUL E. FORREST, former merchandising manager of CBS Pacific Network, has established his own advertising, merchandising and publicity agency, Paul E. Forrest & Co., with offices at 6123 Selma Ave., Hollywood. Telephone is Hollywood 6281.

AMERICAN TELEVISION SOCIETY last week published its first yearbook, a 144-page volume bound in board covers. Titled "American Television Directory," volume lists ATS members, television stations operating and applied for, market analysis of video allocations, video activities of advertisers, agencies and producers, chronology, bibliography, etc. Most of space is devoted to special articles. Ralph Rockafellow of Buchanan & Co., edited book, priced at $5 a copy.

HARRY E. RICE, formerly with Radio Marine Corp., Stromberg-Carlson Co. and Sprague Electric Co., has been appointed assistant chief engineer, radio division, of Lea Inc. in charge of production of home radio, aircraft radio and television.

AIR FEATURES, New York, March 11 takes over production of Mutual's package show, "Real Stories From Real Life," sponsored by Whitehall Pharmical Co., New York (Anacin), through Dancer, Fitzgerald & Sample, New York.

VEE HARDER, former assistant timebuyer, Olian Adv., Chicago, has joined Neblett Radio Productions, Chicago.

VERA CASSIDY ASH, for several years continuity director of WWDC Washington, D. C., and for a year and a half radio director and office manager of J. M. Hickerson Inc., is now an associate of Leo J. Paulin & Assoc., Washington, directing radio scripts and radio merchandising.

EDGAR G. HERRMAN, former sales manager of Emerson Radio and Phonograph Corp., has been named sales manager of the Westinghouse Electric Corp. Home Radio Division, Baltimore. He one time was assistant vice president of Zenith Radio Corp.

LARRY WITTE, with the N. W. Ayer & Son publicity department, Philadelphia, has resigned to join the American Legion national public relations staff as radio head.

ASSOCIATED MUSIC PUBLISHERS, New York, has negotiated a new music licensing agreement with KSUB Cedar City, Utah, and extended agreements for additional periods with KARM KFBK KGMB-KHBC KQW KRNT KSO KWIL WBOC WBRY WELL WHLS WLAY WMAZ WMRC WSOO WTMC.

ALLEN A. FUNT RADIO PRODUCTIONS, New York, has prepared live syndicated program titled "Good-for-Nothing" with give-away format.

CHARLES MICHELSON Inc., New York, has placed new half-hour transcribed mystery series "The Avenger" on KGB San Diego, Calif., and KGBX Springfield, Mo. "Blackstone the Magician" has been signed for WDZ Tuscola, Ill. New accounts for "The Shadow" include KALL Salt Lake City, WCHS Charleston, W. Va., and WMRF Lewistown, Pa. WCSC Charleston, S. C., and WRBL Columbus, Ga., have been signed for "Hymn Time." All are sponsored locally.

EUGENE LeBARON, former vice president of All American Cables and Radio, subsidiary of International Telephone and Telegraph Corp., has been elected vice president of IT&T in charge of firm's office in Brazil.

WOV

(Continued from page 40)

with OPA and Federal Trade Commission also were charged.

In oral argument last July, following the proposed decision, attorneys for the Mesters contended that the proposed findings were a "thoroughly improper proceeding" and claimed that bits of testimony were "torn from their context" in an effort to show that Murray Mester testified falsely regarding difficulties with the FTC. They said the FCC "ignored the 10 preceding pages of testimony in which (he) told of five separate cases."

Regarding the final decision, counsel for the transferees said they had "no statement suitable for publication."

WOV, operating on 1280 kc with 5 kw, is on the air six days a week (on Sunday the frequency is used by WHBI Newark), and from 8:30 a.m. to 6 p.m. broadcasts entirely in Italian, having won commendations for its service in this connection. FCC said the station had a net loss of $37,377 (including $30,693 depreciation charges) during 1943, but that in the first six months of 1944 it had a net profit of $9,600.

ASCAP Meeting

GENERAL membership meeting of ASCAP will be held in New York March 26. Hollywood session, which usually is put on in advance of the general meeting in New York for the benefit of West Coast members of ASCAP, will not be held this spring. An ASCAP spokesman explained that it was felt society officials had nothing important enough to discuss to warrant holding the special meeting.

WHAS Louisville was publicly thanked by the Speaker of the House of the Kentucky State Legislature for airing two and a half hours of a recent debate on an issue of statewide importance.

Durham

North Carolina's 3rd largest city. Second top city in drug sales. Home of Duke Univ. Maker of 25% nation's cigarettes. Impartial . . .

Surveys

prove Durham prefers one station over all others combined. Naturally that's the station advertisers . . .

Favor

for moving merchandise quicker at least cost. The station that blends the local touch with the best from CBS.

WDNC

Owned By Durham Herald-Sun Papers

CBS

Represented by Howard H. Wilson Co.

It's
kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION

PRODUCTION

KEN BARTON, former West Coast newscaster and sports announcer, has been appointed program director of KWKW Pasadena, Calif. He enlisted in parachute infantry in 1941, served in ETO. Mr. Barton received a battlefield commission just before end of war while with 82d Airborne Division in Berlin.

ELIZABETH HAGLUND, employment interviewer of NBC Personnel Dept., represented radio in a vocational guidance forum presented by Elmira College Career Council at the Biltmore Hotel, New York.

CLARENCE G. ALEXANDER, with NBC Television Dept. from 1938 until 1941 when he entered the Army as a lieutenant, has rejoined the network as administrative assistant to NORAN KERSTA, manager of the television department. STOCKTON HELFFRICH, manager of the NBC Continuity Acceptance Dept. until 1944, also has returned to NBC in the scripts and literary rights division of the television department, following service in the Navy as a lieutenant.

BOB HOPE, star of NBC series, will be awarded Gold Membership Medal of Veterans of Foreign Wars on March 19.

JACK KIRKWOOD, CBS Hollywood comedian, has had his professional name made his legal name. Given name at christening was John Albert.

WALTER KAY, announcer at WJW Cleveland, has been appointed director of continuity.

DEE ENGELBACH has been assigned director-producer of weekly CBS "Academy Awards Theatre" which starts March 30. E. R. Squibb & Sons, New York, is sponsor. LEITH STEVENS has been signed as musical director with FRANK WILSON, formerly of J. Walter Thompson Co., New York, writing radio adaptations from major film releases. TOM McAVITY, vice president and radio director of Famous Artists, packager of program, will supervise all production. Geyer, Cornell & Newell, New York, is agency servicing account.

CHARLES HAYDEN, formerly of KYUM Yuma and KVOA Tucson, Ariz., has been named head of KGFJ Hollywood music department. MARX HARTMAN, ED STODDARD and CHARLES RASHALL have been added to announcing staff.

C. H. (Tiny) TALBOT, before four years of Navy service production manager and dramatic director of KOIN Portland, Ore., has been appointed program director of KALE Portland. He was released from Navy as lieutenant (sg).

Mr. Talbot

NORMAN GRAY, WBEN Buffalo orchestra pianist, has rejoined station after 39 months in Army. He was Signal Corps technician. JACK QUINLAN, vocalist, joins WBEN after five years in Army.

DON HOPKINS, Montana State U. student and announcer at KGVO Missoula, Mont., before service in armed forces, has rejoined station's announcing staff.

MARY JANE SMITH has been named continuity director of WHBF Rock Island, Ill., succeeding FRANCIS J. KENNEDY, now news chief.

BOB AVERY has returned to the announcing staff of WTHT Hartford, Conn.

FRITZ KULER, formerly on the announcing staff of KRLD Dallas, Tex., has returned to the station as producer following release from Maritime Service. He was in service for three and a half years. HAL TEEPLES, veteran in Army with three years' service, has joined KRLD as continuity writer. He previously had been with WJBO Baton Rouge, La.

LILY HENDERSON is new addition to program staff of WIS Columbia, S. C. She previously had been with WTMA Charleston, S. C.

DICK McDANIEL, released from the Marines following Pacific service, has returned to announcing staff of KTSW Emporia, Kan.

ALLEN JEFFREY, for five years with Army in North Africa, Italy and Austria, has returned to his announcing post at KMBC Kansas City.

CONNIE FORDE, released from service, is conducting Monday through Friday "People You Should Know" interview feature on WCOP Boston.

HOMER WELCH, program director, and FRANK COFFIN, chief announcer of KGW Portland, Ore., have been presented the U. S. Treasury silver award medals for meritorious service to the Treasury War Finance Division.

BOB HORN, announcer of WIP Philadelphia, has bought a trailer and is enroute to Mexico.

JAMES McCANN returns to KYW Philadelphia after four years in the Army. He is an announcer.

TOM BASHAW, former producer for NBC Chicago, has joined the WLS Chicago production staff.

HARRY KRAMER, CBS staff announcer, New York, is the father of a boy.

BENNETT ORFIELD, freelance announcer, has joined WBBM Chicago as announcer.

SIDNEY DIXON, former producer of CBC Toronto, has been transferred to the production staff of CBC studios at Winnipeg.

GERALD COOK, an early director of television for BBC and with the British broadcasting system for 21 years, has resigned as Pacific Coast representative because of illness. He was first "outside broadcast" director for BBC and while in London had arranged broadcasts of King George V.

CHEESE! Ten years is a long time to announce for the Kraft Music Hall. It's Ken Carpenter's record, and he (center) is receiving a congratulatory telegram from John H. Platt, vice president and advertising manager of Kraft. Norman Blackburn (l), business manager of J. Walter Thompson Co., Hollywood, and Cornwall Jackson, JWT Hollywood vice president, add congratulations.

DENNIS SWEETING, announcer at CJAT Trail, B. C., has been awarded the Distinguished Service Order. He served four and a half years overseas with Cameron Highlanders of Winnipeg, was released as major.

DAVE DRUMMOND has resigned as producer at KGO San Francisco.

BERTON BENNET has resigned as chief announcer of KGO San Francisco to settle at his newly-acquired ranch at Sebastapol, Calif.

NAT BERLIN, former continuity chief of WNEW New York and released from AFRS, and DANNY RAINGER, before Army radio service a freelance producer, have been added to the continuity staff of KALL Salt Lake City as writers.

DON BENNETT, program director of KALL Salt Lake City, is father of a girl.

CARLETON BECK is new addition to announcing staff of KOCY Oklahoma City. He is Army veteran, was formerly with WGR-WKBW Buffalo. JAMES WALKER is appointed KOCY musical director.

DAVE STARLING and TOM FRANDSEN, released from armed forces, have returned to KFI Los Angeles as announcers.

HARRY ZIMMERMAN, musical director of Don Lee Broadcasting System, Hollywood, is composer of ballad, "Prelude to Love," to be published by Triangle Publishing Co., New York, in March.

ETHEL WILKE, formerly women's commentator on KSTP Minneapolis-St. Paul, is in Hollywood auditioning a new type audience participation show.

TED BAUGHN, former announcer of KIRO Seattle and KMPC Hollywood, has joined KWKW Pasadena, Calif., in similar capacity.

RICHARD ERESTEIN, after four years in the Navy, has returned to the CBS Education Division.

JOHN HADE, WJZ New York program manager, has returned to his duties after a month's leave of absence due to illness.

MAJ. CAMPBELL RITCHIE, formerly of CKLW Windsor and recently in charge of radio programs for Canadian Army overseas, is now on his way back to Canada and will return to CKLW.

BILL ARRINGTON, former program director of WGBR Goldsboro, N. C., and for three years in the Navy, has been added to the announcing and continuity staffs of WMRC Greenville, S. C.

HOWARD CAINE has returned to the production staff of CKOC Hamilton, Ont., after release from the Royal Canadian Navy with rank of lieutenant. He is last of remaining prewar staff to return to CKOC.

BOB WALTER, former program director of WWNY Watertown, N. Y., has been added to staff of WFPG Atlantic City.

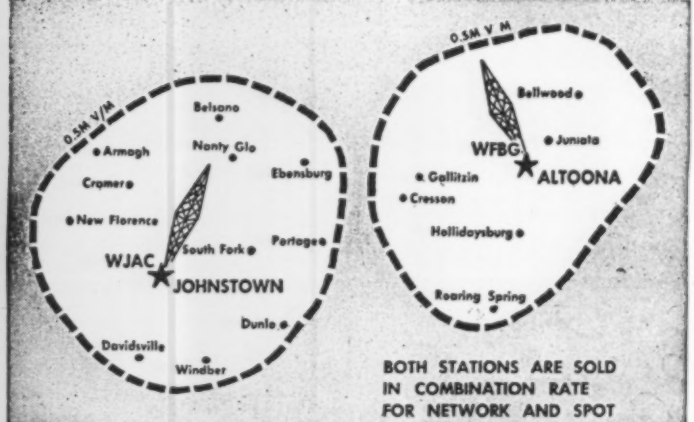
KENNETH L. YOURD, for three years in the Navy and one time CBS Washington attorney and assistant director of CBS Washington office, has rejoined the network's legal department in New York. His duties will include handling matters pertaining to the FCC.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

A New Case for 200-400kc AM Band

Its Use In Aviation 'Homing' Is Cited As Benefit

By PAUL GOLDSBOROUGH
CAPTAIN, USNR

CAPT. GOLDSBOROUGH was president of Aeronautical Radio Inc. practically from its inception in 1929 until he went on active duty in the Pacific. He is now in the Navy Aeronautical Section under the Director of Naval Communications. The captain here states his opinion that the 200-400 kc band used in air navigation "offers many advantages over the FM bands" for commercial broadcasting. Aeronautical Radio is the licensee for all except five ground stations for air-ground-air and point-to-point aeronautical communications in the U.S.

WITH PRESENT PLANS calling for a shift in the Radio Range frequencies from the 200-400 kc band to VHF, it seems opportune to consider possible future uses of the frequencies in the 200-400 kc band.

It is understood that there are plans which will provide for the installation of a number of non-directional aeronautical radio beacons operating in this band so that aircraft equipped with automatic direction finders can use the signals for navigational purposes. Because of the very good propagation characteristics of the frequencies in the range 200-400 kc, these beacons will provide an excellent service for aircraft, particularly for long-range flights. This is especially true if plenty of power is used in the beacon transmitter.

Sub Audio Signal

Since the introduction of the Automatic Direction Finder in aircraft, a number of the clear channel high-power commercial broadcasting stations, operating on frequencies between 540 and 1000 kc have proven valuable and reliable for aircraft navigation.

Infrequent identification of commercial broadcasting stations leads to some doubt in the navigator's mind that the station to which he is tuned is the desired one, and detracts to some extent from what otherwise is a very satisfactory AERO beacon. It is realized that broadcast programs cannot be interrupted every three or four minutes for station identification. Several years ago, a New York broadcast station installed equipment to broadcast a sub audio identification continuously. While unheard by broadcast listeners, this signal was satisfactorily received in aircraft flying between New York and Washington.

The converter in the aircraft increased the ADF receiver weight by only eight pounds. The ADF function and the station identification were satisfactorily received after the broadcast program was entirely unintelligible.

It is believed that when transition is made from radio range operation in the 200-400 kc to the VHF band that consideration should be given to the possible use of the vacated channels for high-power clear channel commercial broadcasting stations employing sub audio identification, operating continuously and located so that a maximum service to air navigation can be assured. It is true that these channels have excellent propagation characteristics for both aviation and broadcast reception. The dual use (broadcast and aero) would provide a service at no operational cost to the Government.

It is not known whether the commercial broadcast companies would be interested in operating in this band, but in the writer's mind, from the standpoint of large area coverage, this band offers many advantages over the FM bands. There is no doubt, however, that long-range aircraft using ADF working against high-power clear channel broadcasting stations in this band would have an excellent navigational aid.

The foregoing reflects the writer's personal opinions, and not necessarily those of the U. S. N.

Market Research Firm Opens in Three Cities

NEWEST market research organization in Chicago was formed last week by former officials of Ross Federal Research Corp., who resigned February 1, reportedly over dissatisfaction with company policies. Incorporated as Gould, Brown & Sumney, with offices at 20 West Jackson Blvd., Chicago, company will specialize in coincidental radio surveys, tabulation and market facilities in over 500 cities, providing service for stations, manufacturers, wholesalers and advertising agencies.

Headed by Walter I. Brown, president; Donald J. Gould, vice president and research director, and Herbert Sumney, vice president, company also has opened offices in St. Paul and Cincinnati. Mr. Brown directs the Chicago office. St. Paul office is headed by F. W. R. Brown, also of Ross Federal, and the Cincinnati office by H. A. Sumney.

Institute Faculty

FACULTY of NBC-UCLA Radio Institute starting June 24 for six weeks will include John Cameron Swayze, news; Frank Berend, sales; Art Brearley, engineering; Andrew Love, production; Frank Barton, advertising; Jennings Pierce, public service; Arnold Marquis, radio writing. Classes will be held at NBC Hollywood studios.

News

WHBF Rock Island, Ill., following recommendations of NAB News Clinic, has reorganized its news department, expanding staff to five fulltime members. News staff, now headed by **FRANCIS J. KENNEDY**, formerly continuity director, is composed of **WARD KEITH, AL MARWICK, RAY HAMPTON** and **G. J. COSBY.**

ULMER TURNER is now commentator on **WJJD** Chicago for Chicago Sun. Originating from newsroom of the Sun, his morning program emphasizes local news, is titled "Three Star Final."

HAROLD OGDEN, sports editor of WTHT Hartford, Conn., is on tour of southern baseball training camps to compile daily reports for sports broadcasts. He left March 6 with Hartford Baseball Club, of Eastern League.

DUANE TUCKER, announcer at WIBA Madison, Wis., while attending University of Wisconsin, has returned to KTSW Emporia, Kan., as newscaster.

ROBERT PROVENCE, released from 8th Air Force as captain, succeeds **REX DAVIS** as morning newscaster at WCKY Cincinnati. Mr. Davis is now with KMOX St. Louis. At time of entering service in 1942, Mr. Provence was newscaster and program director of WJAR Morgantown, W. Va.

HOMER MARTZ, agricultural director of KDKA Pittsburgh, has been awarded the U. S. Treasury silver medal and the Pennsylvania War Finance Committee award for his efforts in behalf of war savings bond drives.

JAMES M. WAHL, NBC Honolulu correspondent, has arrived in New York for his first vacation in three years.

ARTHUR FELDMAN, head of ABC's London news bureau, is to return to the U. S. latter part of this month for a month's vacation. **JACK HOOLEY**, currently covering Paris for the network, will take over Mr. Feldman's duties during his leave.

WWSW

PITTSBURGH'S FIRST station in public service features.

★

PITTSBURGH'S FIRST station in complete sports coverage.

★

PITTSBURGH'S FIRST station in total sponsored time.

★

PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.

Represented by
Forjoe and Company

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

AGENCIES

STANLEY A. BROWN in order to take an extended rest has resigned as chairman of the board of Brown & Weir, New York. Firm henceforth will be known as Walter Weir Inc., Mr. Weir having purchased interest held by Mr. Brown. Mr. Weir continues as agency president. **MAURICE B. SOLOMON** continues as secretary treasurer, **WILLIAM A. JENSEN** vice president and **ARTHUR E. MACON** vice president in charge of advertising design.

ALLAN DINGWALL, released from the Navy as lieutenant, has joined the radio production department of Ted Bates Inc., New York.

BURTON A. REAVIS, formerly with D'Arcy Adv., New York, has joined the foreign department of McCann-Erickson, New York.

GORDON CATES, vice president of Young & Rubicam who during the absence of **COL. TOM LEWIS** headed agency's radio department, resumes his former position as contact supervisor. Mr. Lewis has returned to a vice presidency in charge of radio [BROADCASTING, Dec. 10]. Mr. Cates will share supervision of General Foods account with **HARRY HARDING** who has been elected a vice president. **ED BARNES**, vice president and supervisor, switches from General Foods to supervision of Goodyear and other accounts.

FOSTER & DAVIES, Cleveland, has formed a public relations division to serve both present and new clients.

JERRY BROOKS has rejoined copy department of Benton & Bowles, New York, after service with OWI and the Army.

WILLIAM H. LEARY Jr. is new research department member of Ralph H. Jones Co., Cincinnati.

STANDISH C. MARSH, former lieutenant in the Navy in charge of publicity and advertising for the recruiting service, has joined J. Walter Thompson Co., New York, as merchandising executive.

BEN W. RUBUSH has been appointed radio director of Wilson, Haight & Welch, Hartford, Conn. For three and a half years he had been with the information division of the State OPA office in Hartford, handling radio programs and writing radio and publicity material. Mr. Rubush previously had been with Benton & Bowles.

Mr. Rubush

JACK KORN Agency, Philadelphia, is opening a Washington, D. C., office.

EDWARD B. SCULL, who served as a captain on Okinawa with Army Engineers, has returned to the radio department of Geare-Marston Agency, Philadelphia.

AUSTIN ADV., New York, has moved headquarters from 393 Seventh Ave. to 254 W. 31st St., New York.

DAN KANE, after four years' service with the Army, has joined Dancer, Fitzgerald & Sample, New York, as assistant timebuyer.

RICHARD E. JAMES, former account executive with Peck Adv., New York, has joined Erwin, Wasey & Co., New York.

CARROLL R. LAYMAN, released from the Navy as lieutenant after three years of service, has been named account executive of T. R. Bauerle Adv., Chicago. He previously had been with Illinois stations and for three years was with United States Gypsum Co.

YOUNG & RUBICAM'S Mexico City office has moved to new and enlarged quarters at Avenida Juarez 64-711.

MILTON M. SILVER, released from the Army, has returned to Arthur Rosenberg Co., New York, as assistant research director. **SAM HAVEN**, formerly with the Blow Co., New York, is now with Rosenberg Co. as research director.

DANIEL M. DAVIS, with Sykes Adv., New York, since 1938, and **STEPHEN B. LEWIS**, with the agency since 1937, have been appointed managers of newly created industrial division and consumer-products division, respectively.

STANLEY M. GORTIKOV, released from Army with rank of lieutenant colonel, has joined Lockwood-Shackelford Adv., Los Angeles, as copy writer.

KEN C. EDWARDS, for three years national sales representative of William T. Thompson Co., Los Angeles (pharmaceuticals), has joined John Freiburg Adv., Los Angeles agency, as junior account executive. He will serve as liaison man between jobber and retailer on E. & J. Gallo Winery account.

GEORGE C. HOSKIN Assoc. has moved West Coast offices from Glendale, Calif., to 6000 Sunset Blvd., Hollywood.

THOMAS H. A. LEWIS, former colonel and commandant of AFRS Los Angeles, now Young & Rubicam vice president in charge of radio, headquartered in Hollywood, has been awarded the Legion of Merit.

STUART HEINEMANN, with release from the Marines, has joined Allied Advertising Agencies, Los Angeles, production staff. Prior to service he was with Denver Post and served as reporter-announcer of KFEL Denver.

HAL STENDEL has resigned as account executive of The Mayers Co., Los Angeles.

JORDAN & LO BUONO Adv., Los Angeles agency, has moved to new offices at 2328 W. Seventh St.

RUTH K. FREDERICKS, timebuyer of Western Adv., Los Angeles agency, has resigned.

ANNE RECORDS, account executive of Elwood J. Robinson Adv. Co., Los Angeles, has resigned.

MARTIN WORK, major and commandant of AFRS for several months and released from Army on Feb. 28, will join Young & Rubicam, New York, radio department, following a 30-day vacation.

CONSTANCE DIERFELTER, formerly with Grey Adv., joins media department of S. R. Leon Co., New York.

LIEUT. COMMDR. HERBERT D. STRAUSS, on terminal leave from the Navy, has returned to Grey Adv., New York, as account executive.

JOHN SCHOBERT, out of Army, has rejoined media department of Hixson-O'Donnell Adv., New York. **ANTON JAEGER** and **KENNETH RHODES**, also Army veterans, and **HELEN MULCAHY**, ex-Wave, have been added to staff.

WILLIAM H. TIRRELL has joined the radio department of Erwin, Wasey & Co., New York. He is Navy veteran.

CHARLES D. PETTENGILL, released from Army, has rejoined W. Earl Bothwell Adv., New York, as copy chief and head of agency's plans board.

MAX A. GELLER, president of Weiss & Geller, New York, has been elected a member of the board of directors of New Haven Clock Co., New Haven, Conn.

JAMES S. MacVICKAR, for three years with the Navy, has resumed duties with Ruthrauff & Ryan, New York, as assistant account executive. He was released as lieutenant.

W. ROBERT MITCHELL, account executive for Grant Adv., New York, has been elected vice president and general manager of the New York office. He will be in charge of internal administrations and service.

CROWN ADV. has moved offices from Brooklyn to New York City at 55 W. 42nd St.

MILTON M. SILVER rejoins research department of Arthur Rosenberg Co. after three years in Signal Corps. **SAM HAVEN**, recently with Blow Co., is director of agency.

ARCHIE PACKER, formerly with Philip I. Ross Co., has joined Ray-Hirsch & Waterson, New York, as production manager.

WILFRED B. DONER, president of the Detroit advertising agency bearing his name, has resumed agency duties following release from the armed forces. **HENRY BRENKUS**, with W. B. Doner & Co. before service, has rejoined firm as production manager.

J. MANNING SULLIVAN has been appointed space buyer and accountant for Nelson Chesman Co., Chattanooga, Tenn. His duties include purchase of radio time.

RICHARD ROSE, television art director of N. W. Ayer & Son, left last week for six-week stay in London and Paris to study television.

EARLE, LUDGIN & Co., Chicago, a partnership, has been incorporated effective March 1.

Audiences Survey Started by BMB

Premium Enclosed With Each Ballot Mailed Out

BALLOTS for BMB's first nationwide survey of station audiences went into the mails from Chicago last week. Each was accompanied by four cork coasters wrapped in glassine printed with the words: "This is your gift from BMB."

Hot on the heels of the ballots went follow-up postcards urging that ballots be filled out and returned immediately. Ten days later those who have not been heard from will receive a follow-up letter containing a second ballot and a second premium—a polishing cloth. After another 10 days those still not responding will receive a third letter with a third ballot—but this time no premium.

If any counties still lack the 50% return guaranteed by BMB its laggard voters will receive a fourth letter and an automatic pencil tagged with a request: "Please test me on the ballot."

George Baille, production manager, is in Chicago supervising the mailing. About the first of April Richard Wycoff, BMB statistician, will go to Chicago to direct the tabulation of the returns.

Summer Plans

FORD MOTOR Co. in June is to replace *Ford Sunday Evening Hour* with *Ford Summer Show*, program of light music to originate from Hollywood with weekly guest artists. Series is broadcast on ABC, Sun. 8-9 p.m., placed by Kenyon & Eckhardt, New York.

Available in Combination at a big saving as

West Texas Network

Affiliates of American, Mutual and Texas State Networks

KRBC ABILENE
KBST BIG SPRING
KGKL SAN ANGELO

John E. Pearson Co. • Chicago, New York, Kansas City

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

BOARD OF DIRECTORS of Broadcast Measurement Bureau held its annual meeting March 1 at the Waldorf Astoria Hotel, New York. Seated (l to r): J. Harold Ryan, chairman of the board; John K. Churchill, BMB research director; Donovan B. Stetler, Standard Brands, Inc.; Paul West, BMB vice chairman and president of the Assn. of National Advertisers; Leonard T. Bush, Compton Advertising, Inc.; Carlos Franco, Young & Rubicam, Inc.; Robert F. Elder, Lever Bros.; Frederic R. Gamble, BMB vice chairman and president of the American Assn. of Advertising Agencies; Melvin Brorby, Needham, Louis & Brorby, Inc.; J. A. Miller, Standard Oil Co. of N. J.; Robert T. Mason, WMRN Marion, Ohio; Joseph M. Allen, vice president of Bristol-Myers and chairman of the BMB By-Laws Committee; Linnea Nelson, J. Walter Thompson Co., chairman of the BMB Advertising Industry Relations Committee; John B. Griffin, general counsel. Standing (l to r): William Hedges, NBC, guest at the meeting; Hugh Feltis, BMB president, and D. E. Robinson, LaRoche & Ellis, chairman of BMB Research Committee.

Corwin FCC Head?

PROPOSAL that Norman Corwin, CBS writer-producer, be named chairman of the FCC evoked from Mr. Corwin last week the comment that the recommendation as such means little, but that he would be interested if official Washington is. The proposal was submitted to President Truman by the Hollywood Group, California Committee for Radio Freedom. Mr. Corwin learned of it when he arrived in Hollywood early this month. He plans to return to New York in early April.

RCA will resume publication of RCA Review, technical journal founded in 1936 but suspended in 1942 when wartime security regulations restricted distribution of technical information.

10-Minute Video Film for $50-$60

Ad Clubbers' Questions Are Answered by Experts

QUALITY television programs on film will be available to advertisers in a library service for from $50 to $60 for a 10-minute program, Ralph E. Austrian, president of RKO Television Corp., told members of Washington's Advertising Club at a luncheon meeting last Tuesday.

One antenna to serve all of the tenants of an apartment house will be practical and no doubt a number of systems will be available, Frank J. Bingley, chief engineer in charge of television for Philco, said.

The two men were heard at a question and answer session during which members and guests fired questions at the "experts."

Mr. Austrian said. . . .

He does not think that there will be continuous television at first, just as there was no continuous radio when it began.

Video receiver manufacturers may make available films which local television outlets can alternate so that some broadcast will be underway much of the time. This will enable dealers to demonstrate sets.

Programs must be short, clear and succinct both because of the cost and to sustain listener interest. Most programs will be 15 or 30 minutes.

Networks will gradually be developed.

Movie programs are more expensive to produce than live programs but may be used again and again as long as people look.

No old and creaking techniques will win video audiences.

Film costs will probably be based on number of sets in area.

Mr. Bingley said. . . .

Experiments indicate television sets are as rugged as any other piece of electronic equipment.

Complicated aerials are often unnecessary. Sometimes a piece of wire strung around a room has been found sufficient.

Daytime programs are clear and distinct with venetian blinds drawn. Specially darkened rooms are unnecessary.

Sets will be available this summer at from $175 to $250.

New radios cannot be easily equipped to receive television nor can black and white television sets be easily adapted to color.

Chelsea Drops

LARUS & BROTHERS Co., Richmond, Va. (Chelsea cigarettes), drops sponsorship of *Guy Lombardo and His Royal Canadians*, Tues. 9-9:30 p.m. on ABC effective April 2. Agency is Warwick & Legler, New York. Firm is reported to be considering discontinuing this brand for a new king-size cigarette.

APPOINTMENT of General Electric Supply Corp., wholesale distributing organization for General Electric radio and electronic equipment, as exclusive national distributor for Signature Records, has been announced. Signature Recording Corp. makes phonograph records.

23.9% More Jobs
IN GREATER KANSAS CITY THIS YEAR
KCMO's proven SELLING POWER
plus K.C.'s growing BUYING POWER
Makes KCMO a SELLING NATURAL!
Planned employment gain, 1946 over 1945, based on Committee for Economic Development survey prepared by Federal Reserve Bank of Kansas City.
12.7% GAIN Trade
14.8% GAIN Service
21.4% GAIN Finance and Insurance
23.9% GAIN All Classifications
27.7% GAIN Manufacturing
37.1% GAIN Transportation Communications and Public Utilities
60
50
40
30
20
10

KCMO is a Selling Natural in more ways than one! Lowest cost per radio family . . . healthy program ratings . . . more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today 5000 WATTS
COMING 50,000 WATTS DAY 10,000 WATTS NIGHT at 810 kc
BASIC STATION
AMERICAN Broadcasting Co.
Represented by
JOHN E. PEARSON
CHICAGO - NEW YORK - KANSAS CITY

KANSAS CITY KCMO

Sponsors

CHARLES W. ROBBINS, for 20 years a member of the service staff of McCann-Erickson, New York, has joined the advertising-sales promotion department of Standard Oil Co. of New Jersey.

HARRY D. KOENIG & Co., New York (cosmetics and perfumes), has appointed Cayton Inc., New York, to handle its advertising. Radio is said to be considered.

UNITED STATES PIPE & MANUFACTURING Co., San Francisco, has placed its advertising account with John H. Hoefer & Co., San Francisco.

PURITAN FRUIT PRODUCTS Co., Chicago (Realemon), now sponsoring "Start the Day Right" on WIND Chicago, six weekly 9:05-9:15 a.m. (CWT), on March 6 began sponsorship of "Constance Bennett Show" once weekly on WSUN Tampa, Fla. Contracts for 13 weeks were placed by Craig E. Dennison Co., Chicago.

POTOMAC ELECTRIC POWER Co., Washington, D. C., has placed its advertising account, which includes radio, with Henry J. Kaufman & Assoc., Washington.

WEIBOLDT'S STORES Inc., Chicago, drops the Sat. 8-8:30 a.m. (CST) segment of daily "Your Neighbor" program on WMAQ Chicago to present a live program directed at junior listeners. Tentatively titled "High Time," program is to begin March 16 with swing band and outstanding talent from Chicago schools. Agency is Needham, Louis and Brorby, Chicago.

REPUBLIC PICTURES Corp., New York, is using spot announcements locally to promote "Murder in the Music Hall."

ACCION DEMOCRATICA DOMINICANA Assn., New York, has signed a 13-week contract with WLIB Brooklyn for a Sunday 25-minute program titled "The Dominican Hour." Association consists of natives of Dominican Republic who will discuss Latin American affairs and feature Latin American music on weekly program.

CONTINENTAL ELECTRONICS Ltd., New York, record player and radio manufacturer, has appointed Shaw Adv., New York, to handle its advertising. Radio may be included.

NEW YORK HERALD TRIBUNE, New York, is expanding current radio schedule and has signed a 52 week contract direct for sponsorship of participation show of Martha Deane on WOR New York, five times weekly 3-3:30 p.m. effective March 6. Firm also plans in spring to use station breaks and other participation shows on WJZ WEAF WABC WHN, all New York.

LAWRASON Co., London, Ont. (Snowflake Ammonia), has started weekly French quiz show on CKAC Montreal and extended network quiz show "Name-It" on CFRB Toronto and CHML Hamilton to June 28. Agency is MacLaren Adv., Toronto.

ESSO MARKETERS has signed 26-week contract to sponsor two-a-week 10-minute television news shows to be called "Your Esso Reporter" over WNBT New York. Series will begin sometime in April when WNBT resumes telecasting and schedule will be set later. Agency is Marschalk & Pratt, New York.

PARKER WATCH Co., New York, has placed advertising account with Peck Adv., New York. Radio will be used.

FREEMAN SEAFOOD Co., Los Angeles (Certifresh sea foods), on March 4 started sponsoring five-weekly quarter-hour transcribed musical "Hit Songs of the Years" on KFAC Los Angeles. Firm also sponsors five-weekly quarter-hour recorded musical program on KFVD KXLA. Contracts are for 52 weeks. Agency is Hillman-Shane-Breyer, Los Angeles.

MEETING DEALERS in Mutual's Los Angeles studios just before initial network broadcast of the new Roblee Shoe program featuring Ed Thorgersen were (l to r): E. M. Hutchinson, Roblee sales representative; Lewis Allen Weiss, vice president and general manager of Don Lee Broadcasting System; F. J. Cornwell, Brown Shoe Co.; Sydney Gaynor, Don Lee general sales manager; Frank Ferrin, Leo Burnett Co.; W. H. Odgen, Brown Shoe Co.; Owen Smith, Leo Burnett Co.

WESCO WATER PAINTS Inc., Berkeley, Calif. (Velduro wall finish), new to radio, on March 6 as part of its West Coast campaign started using weekly station break announcements on KNX Hollywood. Contract is for 52 weeks. Agency is Long Advertising Service, San Jose, Calif.

WESTERN HARNESS RACING Assn., Hollywood, has appointed Smith, Bull & McCreery, Hollywood, to handle advertising. Radio will be used.

EDWARD HAWES & Co., Toronto (floor polish), has started spot announcements on 12 western Canadian stations. Agency is A. J. Denne & Co., Toronto.

CHURCH OF ENGLAND IN CANADA, Toronto (financial campaign), has started a radio advertising campaign on a large number of Canadian stations. Agencies handling account are McKim Adv., Toronto, and Russell T. Kelley Ltd., Hamilton, Ont.

BELL TELEPHONE Co. of Canada, Montreal (classified section), has started one-minue spot announcements and dramatizations on 17 Ontario and Quebec stations. Agency is Spitzer & Mills, Montreal.

MENNEN Co., Toronto (shave and baby products), has started five-minute early morning program five days weekly on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

SAFEWAY STORES Inc., San Francisco (Mrs. Wright's bread), on March 5 started "The Count of Monte Cristo" on 39 Don Lee Pacific stations, Tues. 8-8:30 p.m. (PST). Agency: J. Walter Thompson Co., San Francisco.

Net Renewals

GENERAL FOODS Corp., New York (LaFrance, Satina, Post Toasties, Maxwell House Coffee), April 1 renews for 13 weeks "The Second Mrs. Burton" on 141 CBS stations, Mon.-Fri., 2-2:15 p.m. Agencies: Young & Rubicam and Benton & Bowles, N. Y.

CRESTA BLANCA WINE Co., Los Angeles, March 5 renewed for 52 weeks "This Is My Best" on 116 CBS stations, Tues. 9:30-10 p.m. Agency: BBDO N. Y.

Net Change

COLONIAL DAMES Corp., Los Angeles (cosmetics), has replaced "Song of the Week" with "Surprise Theatre" on CBS Pacific stations Sun. 8:25-8:30 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

CBS Revises

STARTING March 17, CBS is revamping its Sunday morning and early afternoon schedule in accordance with what CBS calls "mood sequence" but what is generally referred to as "back-to-back" programming. The two half-hours of the network's *Church of the Air*, formerly broadcast 10-10:30 a.m. and 1-1:30 p.m., will now be heard consecutively, 10-11 a.m. From noon to 1:45 p.m. is a sequence of discussion-type programs: *Invitation to Learning*, *Evaluating Great Books*, 12-12:30 p.m.; *Transatlantic Call*, 12:30-1 p.m.; *People's Platform*, moved from Saturday evening, 1-1:30; *Time for Reason*, Lyman Bryson program formerly titled *Problems of Peace*, 1:30-1:45. Farm news has been added to the 9-9:15 a.m. news report to keep it in tune with the preceding *Country Journal*. *Wings Over Jordan* is grouped with *Salt Lake Tabernacle* into an hour of religious music in the later morning.

Short Version

WINSTON CHURCHILL'S Fulton, Mo., speech broadcast by the four major U. S. nets Tuesday, was carried only in part by the network of his own country. BBC broadcast approximately 20 minutes of the former Prime Minister's address in a transcription played several hours after the address was delivered.

Network Accounts

New Business

FISHER FLOURING MILLS Co., Seattle (cereal products), April 2 starts for 52 weeks "Bob Wills and His Texas Playboys" on ABC Pacific stations, Tues. 9-9:30 p.m. (PST). Agency: Pacific National Adv., Seattle.

TWENTY YEARS OF SERVICE

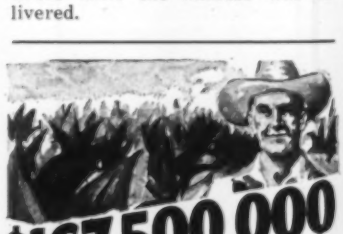
TO THE NATION
TO THE STATE
TO THE COMMUNITY

We're grateful . . . to the national, state and community leaders who celebrated with us our twentieth anniversary on January 19. Such appreciation and understanding is an inspiration to meet the challenges of the future.

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC



$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

American Broadcasting Company

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Wings Yet

LES ALEXANDER, announcer at WIP Phildelphia, purchased a midget Crosley car to reduce parking problems. But his parking problems have increased. Pranksters have been picking it up and placing it on the sidewalk. Topper came the other night when several fellow-workers carried car into station elevator and placed it in main corridor of the WIP studio!

Mitchell Resigns As WJR Engineer

Leydorf Succeeds Him as Head Of Technical Operations

RESIGNATION of M. R. (Bob) Mitchell as chief engineer of WJR Detroit and appointment of G. F. (Fritz) Leydorf as his successor was announced Thursday by R. Morris Pierce, vice president of the G. A. Richards stations in charge of engineering.

Mr. Leydorf

Mr. Mitchell, a veteran of over 20 years with the Richards organization, decided to retire from active technical direction because of ill health. He remains a stockholder, however.

He has established a boys' camp in Northern Michigan, 200 miles from Detroit, and proposes to operate it largely in the interest of under-privileged children. This summer Mr. Mitchell is taking 50 underprivileged to "Mitchellwood."

Mr. Mitchell is one of radio's best known engineers and, in addition to his installation of WJR, has perfected a number of basic radio and electronics patents. He started in radio in 1913 and in broadcasting in November 1920. He has worked in radio aviation, television and ultra high frequency development. One of Mr. Mitchell's major innovations was the radio frequency heat-treating equipment.

Mr. Leydorf, now technical supervisor of the Crosley Corp.'s radio operations, including WLW Cincinnati, is an expert in high-power transmission, as well as in antenna design and propagation. A native of Ohio, he was building crystal sets in 1920 as a youth of 12. Specializing in radio in his school work, he joined Crosley in 1933, when 25, and participated in the installation of WLW's 500,000 w experimental station. Mr. Leydorf has attended practically all of the engineering conferences having to do with allocation and propagation.

He developed the theory of the re-entrant rhombic antenna for WLWO, 50,000 w international shortwave station. In 1942 he was given honorable mention Eta Kappa Nu award for "outstanding contributions to the design and construction of high-power broadcasting systems and interest in community affairs."

Broadcasting Adds Levi, Davidson and Tuchman

TWO FORMER servicemen returned to BROADCASTING last week, at the same time a third ex-Army officer joined the staff.

Winfield R. Levi, former sales promotion manager of WSAI Cincinnati, has been assigned to promotion at BROADCASTING's Washington headquarters. A major in the Army Air Forces, he saw service in the India-China Division, Army Transport Command, as deputy assistant chief of staff, priorities and traffic section. He entered service as an infantry private in November 1941.

Martin Davidson has been assigned to the advertising department of the magazine's New York bureau, working under S. J. Paul, New York advertising manager. He recently was released from the Marine Corps as a 1st lieutenant. He originally joined BROADCASTING in the editorial department in Washington in 1940 and afterward served on the New York news staff. He enlisted in the Marine Corps in 1942 and served through the Tarawa, Bougainville, Guam and Iwo Jima campaigns.

Ralph G. Tuchman has returned after three years in the Army Air Forces. His last assignment, with rank of captain, was as deputy public relations officer, AAF Training Command, Fort Worth. Mr. Tuchman joins the West Coast bureau in Hollywood under David Glickman, manager. He originally joined BROADCASTING in February 1942.

CANADIAN Radio Station Personnel have started a "Parcel A Month Club" for benefit of radio personnel in Great Britain. Idea originated with Harry Sedgwick, president of CFRB Toronto, and chairman of the board of Canadian Association of Broadcasters. Michael Barkway, BBC representative in Canada, is arranging names of British radio personnel so that Canadians will be able to send food parcels to their opposites across the Atlantic.

BROCHURE BY NBC COVERS OWN VIDEO

NBC last week issued a brochure describing production procedures and establishing charges for television facilities on WNBT New York.

The brochure, entitled "NBC Television—Guide to Commercial Production Procedures," divided charges into three parts: (1) transmitter charges of a flat rate of $100 as basic charge for 11 minutes to one hour, day or night, and $75 for 10 minutes; (2) program facilities charges, and (3) program production charges.

For facilities NBC listed: Use of studio 3-H, $750 for an hour segment, $500 for a half-hour, $300 a quarter-hour, $250 for 10 minutes. Film studio charges are $250 for an hour, $200 for a half-hour, $150 for a quarter-hour, and $125 for 10 minutes. Provisions are made for rehearsal time in both live and film studios.

Without listing specific rates, the brochure explained that production charges would vary widely, depending on quality of talent, production staff, scripts, sets, etc.

Search Ended

TALENT search for m.c. to conduct "Try 'n' Find Me," sponsored by Southern Cotton Oil Co. (Wesson Oil and Snowdrift Shortening), has ended with selection of Bert Parks. He served in Army for two years as a captain and prior to that was one of the youngest announcers on the air, formerly on the "Eddie Cantor Show." Program will be heard five times weekly, 4:15-4:30 p.m. on ABC when it switches from CBS this month.

SWEET COOKIES?
—OUR DISH FOR
12 YEARS!

Consider, if you will, our long association with the Manchester Biscuit Co. of Fargo. Five days a week, for *twelve years*, we've sold its fine products.

A record to be proud of, don't you think? WDAY has *eighteen* year-round local advertisers who have been with us, *steadily*, from 10 to 23 years!

WDAY, INC.
N. B. C.
FARGO, N. D.
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

PROMOTION

EXHIBIT of restricted military equipment never before shown to the general public will be included in WAPI Birmingham, Ala., 1946 Radio Show to be held March 31 in Municipal Auditorium. Military display, including radar and other radio devices, will be furnished by AAF. Free of charge, Radio Show will include entertainment, exhibits, broadcasts and movies. Tickets are being distributed through local radio dealers.

Second Press Party

IN COOPERATION with the Radio Council of the Chicago Board of Edution, WBBM Chicago will hold its second annual press party for high school paper editors at the Hotel Continental on March 15. "Cocktail party" sans cocktails (strictly Coca Cola and Seven Up) will give youngsters an opportunity to gain first-hand interviews with WBBM-CBS stars. Special program of entertainment also will be presented.

Card of Congratulations

CARD of congratulations to regional advertisers upon their entrance to radio field is being mailed by KUOA Siloam Springs, Ark. Check is kept of advertising being used in the area and of new radio advertisers. Personal call by sales staff member often follows card which acclaims advantages of radio as an advertising medium and concludes with "Some day soon, we hope you will want to add KUOA . . . to your schedule."

WTCN Scholarship

WINNER of newly established WTCN Minneapolis college scholarship will receive a full year's tuition to the Minnesota college or university of his choice, Marx Karl, public service director of WTCN, has announced in placing administration of the award with the Minnesota Radio Council, a lay organization. Initiated by Mr. Karl in behalf of WTCN, the scholarship will be awarded annually by the Council to a high school boy or girl who has shown achievement in scholarship, proficiency in writing or speaking and qualities of personal leadership.

Mr. Karl

Safety Awards

GREEN and white windshield stickers, bearing call letters of WQAM Miami, Fla., and inscription "Good Driver" are being awarded by WQAM to Miami motorists who are cited by the "WQAM Traffic Observer" for safe driving habits. A Miami Police Dept. traffic expert accompanies station's mobile unit on "Traffic Observer" broadcasts.

Mutual Service

MUTUAL last Monday installed a loud speaker in both the Senate and House Radio Galleries so that members of Congress could hear President Harry Truman and Britain's former Prime Minister Winston Churchill speak from Fulton, Mo.

Design for Distribution:

Radio has a split personality. Hooper only tells about the half that goes into the air. The other half—selling dealers "on" the air—is equally essential.

Merchandising the product—plus the program—WJW's Merchandise Sales Staff made 1356 dealer presentations of Interstate Creamery's radio campaign . . . sold 987 cases of sponsor's new Babs Evaporated Milk . . . opened 750 NEW dealer accounts . . . ALL IN ONE MONTH!

Radio Merchandising Pays Quick Dividends

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Radio Day

RADIO DAY of Salt Lake City Advertising Club was highlighed by demonstration broadcast titled "Your Radio Industry" presented by KALL KDYL KSL KUTA. Presentation consisted of flash-back review, a survey of radio's marketing power and entertainment features. Historical transcriptions were included. Program was transcribed and broadcast in the evening as a public demonstration of media's community service.

Clippings

SIMULATED clippings of a "stop press" item from a newspaper front page have been mailed by 3KZ Melbourne to Australian advertising agencies. Items announced results of a listener competition conducted by 3KZ. Mailed singly in plain envelope, piece was prepared by local printer and rough torn to represent news clipping.

Booklet on KIEM House

BOOKLET logging day-by-day events of KIEM Eureka, Calif., "Yardstick House" construction has been distributed by station as listener service. Proportionate costs and lists of materials used are included. Project was developed by KIEM to provide listeners with actual data on current cost of building a new home [BROADCASTING, Jan. 28].

CBC Coverage

CBC has issued a comprehensive booklet with maps on coverage of its Trans-Canada, Dominion and French networks, according to figures supplied by Bureau of Broadcast Measurement, Toronto. Data on stations making up networks, radio homes and coverage figures are given in the brochure.

Promote Radio Forum

BROADSIDE layout of newspaper clippings has been distributed by WFAS White Plains, N. Y., to promote its cooperative public service feature "Westchester Newspaper Radio Forum," aired Sun. 4-4:30 p.m. Controversial subjects are discussed on series, sponsored by station WFAS and area newspapers.

Promotion Brochure

OFFSET layout of articles by Paul Manning compose brochure prepared by the radio and press war correspondent to promote his newly established New York program package firm, Paul Manning & Co. Survey of the "new" radio audience of returned servicemen is included.

WTAG Promotion

WTAG Worcester, Mass., has prepared a four-page brochure, "Controlling the Central New England Market Through WTAG," containing Hooper ratings and WTAG coverage maps.

WISE Folder

FOLDER titled "One Simple Card," describing results of WISE Asheville, N. C., card survey of listeners, has been distributed by the station. NBC postcard analysis was used. Trade potentials of area are included.

Car Card Schedule

WAYS Charlotte, N. C., has signed new 12-month contract with Duke Power Co. and Carolina Coach Co., operators of street busses in Charlotte and surrounding area, for car card advertising to promote station and programs.

CJGX Folder

CJGX Yorkton, Sask., has issued a four page folder on letters received from listeners on its change-over in frequency from 1460 kc to 940 kc. Map shows communities from which letters were received.

Grady Cole Brochure

CHAPTER from the Carl Boerch book, "Characters, Always Characters," concerning Grady Cole, farm editor of WBT Charlotte, N. C., is theme of promotion brochure distributed by the station. Conclusion offers few facts on "Grady the Salesman."

KCKN Piece

MULTI-COLORED promotion piece has been prepared by KCKN Kansas City to show advertisers they can "tell and sell . . . the market that counts most . . . without the rate penalty of outstate coverage."

Window Displays

WINDOW DISPLAYS of WBAL Baltimore and NBC stars and the products they advertise will be installed in 100 food store windows during 1946. Displays will be used in two week periods.

PENSIVE PULCHRITUDE . . . Frances Coiner, publicity director of WBT Charlotte, N. C., is herewith added to Pretty Picture Dept. FYI: Mrs. goes with name.

Promotion Personnel

JUDITH WALLER, NBC Central Division public service director, March 7 addressed Annual Radio Conference of University of Oklahoma. March 11-12 she attends Radio Advisory Committee Conference of Stevens College. Miss Waller is committee chairman.

SYLVIA LENSON of the publicity department of WFIL Philadelphia has resigned.

ROLF WARNER, sales service manager, WBBM Chicago, resigns effective March 15 to move to Seattle.

DAVID LASLEY, released from Army, has joined KPO San Francisco as advertising and promotion manager. Prior to service he was for approximately one year promotion manager of the then Blue Network Western Division, and before that, assistant promotion manager of NBC Western Division. He succeeds **HUNTER SCOTT** in his new station duties.

GEORGE OLENSLAGER, manager of the audience information division of ABC, has returned to his post after two years' service in the armed forces.

SHEILA HASSELL, secretary to **WILLIAM REA Jr.**, owner and manager of CKNW New Westminster, B. C., has been named station publicity director.

LEITH F. ABBOTT, director of promotion of KALE Portland, Ore., has been elected to the board of directors of the Portland Chamber of Commerce. In addition he has been named chairman of C of C Members Forum in which capacity he conducts Monday luncheon sessions.

AVALANE COLE has been placed in charge of publicity of KGFJ Hollywood.

CONSOLIDATED Enterprises, New York (model crafts), has placed advertising account with William Sare Adv., New York.

"—and the favorable propagation characteristics of WFDF Flint should occasion no surprise."

PROGRAMS

WITH grand prize of $10,000 in one dollar bills to be given lucky guesser of song title within a sealed envelope, daily half-hour audience participation program, "You're in the Act," started March 4 on CBS station, Monday through Friday 3-3:30 p.m. (EST). Besides 25 sealed envelopes containing song titles given out daily with one containing grand prize gimmick, other gifts will be awarded. Packaged by Raymond R. Morgan Co., program originates from Florentine Gardens, Hollywood night club, with Niles Thor Granlund m.c. As an amateur talent series, audience contestants will be called for turn before mike to demonstrate their specialty. Mel Williamson is producer with music provided by piano team of Margaret Hart and Phil Ohman. Applause meter will determine daily prize winner.

Miss Hayes Honored

HELEN HAYES, dramatic actress, will be presented with the American Red Cross Award of Honor in recognition of her wartime achievements in the organization's nursing service, in a special CBS broadcast from Washington, D. C., March 12, 4:45-5 p.m. Broadcast is a birthday memorial to Jane Delano, first national director of the Red Cross nursing services during World War I. CBS currently is presenting a three-week dramatic series featuring Helen Hayes in behalf of the ARC 1946 fund campaign, March 9, 16 and 23, 7-7:30 p.m.

Airline 'Program'

ARRANGEMENTS tentatively are planned between Kenyon & Eckhardt, New York, and American Airlines, New York, for the playing of recordings of the Ford "Sunday Evening Hour" during the dinner hour on the airline's Detroit to New York run, leaving Detroit at 7 p.m. and arriving in New York at 11 p.m. Plan calls for testing musical show starting with March 24 flight during which time cards asking passengers' reactions will be distributed. Program is broadcast Sun. 8-9 p.m. on ABC.

WHN Children's Program

MARILYN CANTOR, 22-year-old daughter of Eddie Cantor, is mistress of ceremonies of new Sun. 10:30-11 p.m. children's program "For Children Only" heard on WHN New York. Written by Hal Davis, publicity director of Kenyon & Eckhardt, New York, program will feature "Hit Parade of Songs" based on a children's poll of favorite recordings. Program marks Miss Cantor's first appearance in a regular series.

WOR Notes

MUSICAL as well as educational notes are featured in new weekly series, "Take These Notes," over WOR New York, Fri. 10:15-10:30 p.m.

Programs Classified

JOINT RADIO Committee of the Congregational, Christian, Methodist and Presbyterian Churches has issued its second edition of "The Best in Radio Listening, 1946." Pamphlet, edited by Everett C. Parker, chairman of the committee, lists 194 programs indicating whether each is suitable for listening by the entire family, adults only, young people, children, or women.

Radio Visit Home

SEVEN British GI brides and their husbands will speak with their families in England for the first time since their arrival in the U. S. over ABC on March 17, 3:30-4 p.m. (EST). Taylor Grant, heard nightly on ABC's "Headline Edition," will m.c. program from New York while Arthur Feldman, ABC correspondent, will handle the show from England.

New Juvenile Series

PRESENTING dramatic serial, juvenile guest stars and surprise events, Saturday morning children's program now originating at KRLD Dallas, Tex., is titled "The Candy Kids." Sponsored by Joe Franklin Myers, Dallas candy manufacturer, program also is carried on KTRH KTBC WWL. Format is by Marie Callahan, radio director of Rogers & Smith, Dallas agency.

National Policy Makers

SERIES titled "Open House" and designed to present legislators and government spokesmen who make and execute national policy starts March 12, Tues. 10:30-11 p.m., on CBS. Larry Lesueur, CBS Washington correspondent, will act as moderator. At least one Senator or Representative will appear on each program.

School Quiz

HALF-HOUR weekly program now aired by KDYL Salt Lake City is "Inquiring Editor," high school quiz feature recorded during school assemblies during the week and broadcast Saturday evening. Teams of boys and girls participate, with competitions among students deciding team members. Schools of the area take turns on program.

Service News

SERVICEMEN'S and veterans' program has been started on KGMB Honolulu and KHBC Hilo, T. H., edited in behalf of Oahu Chapter of American Veterans Committee by Sgt. Edward Truman, formerly with KRNT Des Moines. Program replaces former Tuesday-Thursday afternoon series conducted by Stars and Stripes.

Television Plans

NEW night spot opening in Philadelphia is setting the pace with announcement of plans for a television control booth. The Click, to be opened soon by the Palumbo interests, which control five other area night clubs, will erect booth for broadcast of television shows as well as transmission to different parts of the club.

Comparison of Views

THROUGH arrangements with BBC, two English students take part monthly in KDKA Pittsburgh "Youth Looks at the News" program, a Saturday series. BBC version is recorded and shortwaved, follows KDKA format, that of a boy and a girl student offering views on current affairs through interview.

Magazine Award

SATURDAY afternoon broadcasts on ABC of Metropolitan Opera performances, sponsored by the Texas Co., have been cited by Modern Screen magazine for their cultural influence. Presentation of the award is to be made during intermission of March 16 program.

Family Problems

WEEKLY serial now on the CBC Dominion network is "Your Family," viewing the life of a typical Canadian family in adjusting to the postwar world. Problems of jobs for returning servicemen and women, housing shortages and other problems are considered.

WPIK Adds Features

WITH lengthening of daylight hours and thus of its broadcasting time, WPIK Alexandria, Va., is now airing "Facts for Farmers" feature in 6:30-7 a.m. period and "Special Sports Review" by Frank Akins in 6-6:15 p.m. period. Latter show is sponsored by Kirby Sales & Service, Arlington, Va.

Historical Dramatizations

SERIES of six programs written and produced by the National Council of the Protestant Episcopal Churches of America titled "Building for Peace" started March 1, Fri. 8:45 p.m. on WINS New York. Programs feature true to life dramatizations on great American men and women and a three-minute talk.

KMPC Forum

ANSWERING questions of social agencies regarding radio and pointing out how educational campaigns can be adapted to radio use, open forum with representatives of the industry was presented under auspices of KMPC Hollywood Feb. 28.

Hints on Charm

PARTICIPATION program featuring John Robert Powers starts March 11 on WJZ New York Monday through Friday 12:35-1 p.m. Program is designed to keep women advised on retaining their charm and will include interviews with former successful models.

Florists Sponsor

FOUR leading florists of Stamford, Conn., cooperatively are sponsoring on WSRR Stamford new Sunday afternoon words-with-music quarter-hour program of romance and sentiment, "Say It With Fowers." Memories of local prewar goodtimes are woven into theme.

Choral Concerts

A DIFFERENT choral group of Salt Lake City will participate each week on new Saturday evening concert program series of KDYL Salt Lake City to start March 23. Brief history of each group performing will be presented.

Early Morning Show

AIMED at early morning workers of hotels, nightclubs, etc., "WQAM Night Clubbers Early Morning Show" is being aired daily 4:30-5 a.m. by the Miami, Fla., station. Request records are played.

News Discussion

WEEKLY analysis of national and international issues, including a poll of listeners' opinions on topics discussed by ABC correspondents and guest authorities, begins March 11 over ABC in Mon. 10:30-11 p.m. period. Title is "Question for America."

Farm Report

AFTERNOON report on agriculture is being aired by CKNW New Westminster, B. C., effective March 15. Data for new program are supplied by the University of British Columbia.

WGAR Exclusive

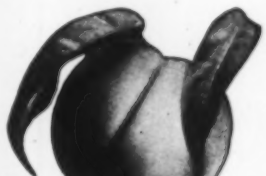
EXCLUSIVE broadcast rights to all games of Cleveland Browns in new All America Football Conference has been obtained by WGAR Cleveland. Schedule of fall games now is being set.

Return Performance

UNEXPECTED visit of local girl, Janis Paige, now Hollywood starlet, to Tacoma, Wash., helped promotion of new sponsorship of KMO Tacoma Saturday morning children's talent program. Miss Paige in previous years had appeared frequently on now 15-year-old show as student vocalist. On visit she participated in program, had photo taken for window display by sponsor, Baxter's Shoe Store.

Program Guest

MRS. ELEANOR ROOSEVELT made a 5-minute talk on CBS March 9 as concluding portion of "Assignment Home," 3-3:30 p.m., which is a dramatization of problems faced by veterans. Program was presented by CBS in collaboration with the Veterans Adm.



24 years of profitable peach fuss

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

German Discovery May Aid Equipment Makers

A GERMAN machine which may revolutionize the manufacture of condensers for radio, radar and other electronic equipment soon will be available for inspection by U. S. manufacturers, the Dept. of Commerce Publication Board announced last week. The type of condenser turned out by the machine heals automatically after an electrical breakdown and numerous breakdowns can occur before the effective value of the condenser is reduced below the workable limit. Consequently, metalized paper capacitors may be operated at from 20-50% higher voltages than is possible with paper and foil capacitors, according to Commerce.

These metallized paper capacitors also are about 40% smaller than the paper and foil type and production costs are expected to be about 20% less. The process is covered by U. S. Patent 2,244,090, in custody of the Alien Property Custodian. It is estimated that any present manufacturer of fixed paper condensers could adopt the new process with an additional capital outlay of $25,000. Frederic E. Henderson, superintendent of manufacturing engineering, Western Electric Co., Baltimore, as investigator for the Technical Industrial Intelligence Branch, obtained full information on the machine

TECHNICAL

RALPH WARREN, control room technician at WCOP Boston since 1941, has been appointed studio supervisor. **WARREN STEVENS**, control engineer at WEEI Boston, has been appointed supervisor of engineers. **AL TEACHMAN** is assistant supervisor. **FRANCIS BARTOL** returns to WEEI control room after 14 months on Guam with AAF.

RALPH NOVIK, CBS shortwave master control engineer, is the father of a boy.

AL COHEN, released from the Army as technical sergeant, has rejoined the engineering staff of WTHT Hartford, Conn.

NORMAN THOMPSON, transmitter operator of CKOC Hamilton, Ont., is the father of a boy.

EDGAR DARLINGTON has completed 20 years' service with WFIL Philadelphia. He is station's transmitter plant supervisor.

CHARLES DROCKS, engineer at WIP Philadelphia, is the father of a girl.

RUDOLPH T. LUUKINEN, former chief engineer with WDSM Superior, Wis., and radio instructor with the University of Wisconsin Extension Division, has been released from the Army as staff sergeant. He was chief engineer in charge of installation for AFRS at Guadalcanal, Espiritu Santo and Osaka, Japan.

DEAN KAYE, former parttime studio operator at CKCW Moncton, N. B., has returned to station to take over transmitter operation duties. CKCW is increasing power to 5,000 w.

NEW studio transcription table (No. 524) of Fairchild Camera & Instrument Corp., Jamaica, N. Y., is pictured above. Using the Fairchild two-speed drive and synchronous motor with clutch for smooth starting and stopping and shifting speed (without shutting off the motor), the unit provides space and facilities for mounting standard pickups of broadcast quality. Cabinet is of wood.

AP INVITES BENTON TO EXPLAIN PLANS

WILLIAM B. BENTON, assistant Secretary of State in Charge of Public Affairs, has been invited by the Associated Press Board to explain in detail how he plans to carry out his international information and cultural program at the next AP Board meeting, April 17 in New York. But Mr. Benton hasn't decided whether to accept or not.

A fortnight ago the NBC *U. of Chicago Round Table* wanted to air the AP-UP vs State Dept. controversy in which both news associations withdrew their wire services from State Dept. use on the grounds that Mr. Benton's department might be using news copy for propaganda purposes. Invitations were extended to Kent Cooper, AP general manager, and Hugh Baillie, UP president, to participate with Mr. Benton on the *Round Table* broadcast and to explain their positions to the American people. Both declined.

Meanwhile State Dept.'s international broadcasts of news continue on a daily basis, with International News Service still providing its wire. During hearings last week before the House Appropriations Committee on its 1947 fiscal year budget, State Dept. is understood to have presented an impressive case on behalf of continued shortwave news broadcasts and cultural programs. Mr. Benton's department presented comparative charts showing that the U. S. has reduced its shortwave broadcasts more than the other major powers, while Russia and Britain still beam heavy schedules to all parts of the world.

STATION
KFH • Wichita

What Makes a "$elling $tation"?

K nowledge of Territory Served—

The factors and interests of "Kansas Richest Market" are vital in building KFH programs—filling the varied demands and needs of every section of a great area.

F eeling of the Audience—

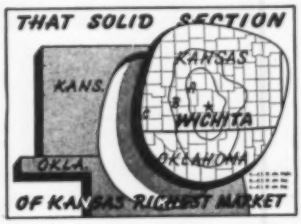
Tailor-making programs to the local interest and the local desires helps much to make KFH the favorite, most believed-in station; helps "sell" the commercial announcements.

H andling of Programs

for sustained interest throughout the broadcast hours makes every minute, every spot, a "live" spot on KFH, addressed to a tuned-in audience willing to listen, eager and able to buy.

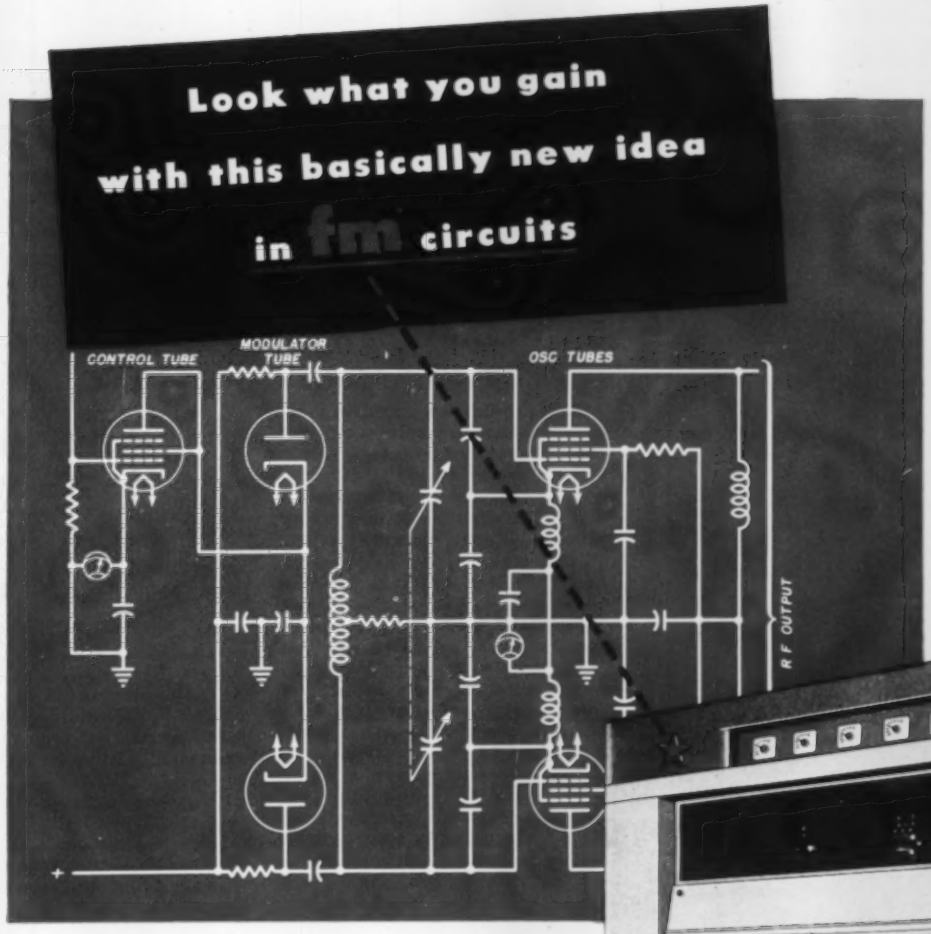
That's Why the best buy is—

KFH
WICHITA
Wichita is a Hooperated City



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY STATION

Look what you gain with this basically new idea in fm circuits



These new ideas in FM circuits designed by Westinghouse bring you important advantages never before available in FM transmitters.

Modulation, for example, is a simple, straightforward diode type . . . noncritical, non-microphonic, no-trick tubes (see drawing above). The effective resistance of the tubes is a function of plate current in the modulator-control tube.

Thus, the master oscillator tank circuit is frequency-modulated due to *resistance variation* in response to audio signals applied to modulator-control input circuit. And the frequency-modulated master oscillator operates at only 1/9th the F.C.C. assigned center-frequency.

There are other important benefits in the new Westinghouse design. Frequency is held without using critically-tuned elements or moving parts and nowhere does frequency stability depend upon a tuned circuit.

These new improvements are born of intensive wartime radar experience and actual operation of five FM stations . . . a background unmatched by any other transmitter manufacturer. Ask your nearest Westinghouse office today to give you all the facts, and look at Westinghouse before you buy! Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08158

Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

NAB District Meetings

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26, Palmer House, Chicago.
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
2d District (N Y., N. J.), Roosevelt Hotel, New York, April 25-26.
5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.
1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Statler, Boston, May 13-14.
3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, May 16-17.

Billings Rise 300% For Tobacco Network

TOTAL BILLING upsurge during the past five months of over 300% has been reported for the Tobacco Network by Phil Whitten, general manager of the Eastern North Carolina regional hookup. Stations in the network include WRAL Raleigh, WFNC Fayetteville, WGTM Wilson, WGTC Greenville, WGBR Goldsboro, WHIT New Bern and WJNC Jacksonville.

Ten new contracts, most of 52-weeks' duration, have been signed for programs, effective Jan. 1. In addition, one advertiser has added four other Carolina stations to its Tobacco Network shows.

Programming within the network also has been intensified, says Mr. Whitten, with each member station supplying network shows. Revised rate card for the Tobacco Network, effective Jan. 1, has been sent out. This month will see the first edition of a house organ, *The Tobacco Network Smoker*, sent out to stations, agencies and advertisers.

WPAY Joins CBS

WPAY Portsmouth, Ohio, joined CBS on March 1 and marked the new affiliation by opening its newly enlarged quarters to the public in a two-day open-house celebration. The observance included a special broadcast of congratulatory messages from city officials and community leaders. General Manager Paul Wagner pointed out that during the past year WPAY has spent approximately $8,000 for improvements and expansion of studios and offices and $5,000 for technical improvements. The station, formerly a Mutual affiliate, operates fulltime on 1400 kc with 250 w.

Deb Schedule

BILLBARA PUBLISHING Co., New York, has appropriated approximately $50,000 for promotion in radio of *Deb*, its teen-age magazine. Spot announcements and chain breaks will be used starting April 2-5 on 45 stations in principal markets. *Deb* is published April 3. Campaign if successful will be repeated in subsequent months. Charles Dallas Reach Co., New York, is agency.

BARNES LEAVES FCC; JOINS D. C. LAWYERS

MAURICE M. BARNES has resigned as attorney in the FCC Law Dept. to become associated with Spearman & Roberson, Washington law firm.

Mr. Barnes

Native of Kaysville, Utah, where he personally became acquainted with Rosel H. Hyde, FCC general counsel, and Robert Hinckley, ABC Washington vice president, Mr. Barnes was graduated from the U. of Utah with a B.S. degree. He majored in political science. In 1927 he entered George Washington U. Law School, Washington, was graduated in 1930 with an LL.B. degree and the following year enrolled in the first classes in aviation and radio law at Northwestern U. Law School, Chicago. He took post-graduate work at George Washington U.

In the spring of 1931 Mr. Barnes became associated with Dunnington, Gregg & Church, New York and Washington law firm, and assisted in the preparation and hearing in the defense of the late Andrew W. Mellon impeachment case. Mr. Barnes later was appointed to the general counsel's office, Treasury Dept., and a year and a half ago he was transferred to the FCC at Mr. Hyde's invitation.

During the last six months he has appeared as senior counsel in several cases on behalf of the Commission and has acted as trial examiner in others.

Lucky Tiger Breaks

LUCKY TIGER Mfg. Co., Kansas City, opening a spot campaign which it plans to extend to most major markets [BROADCASTING, March 4], is sponsoring *Washington Reports* thrice weekly on WLW Cincinnati and is using 75-second chain break transcribed announcements on KCKN KCMO KMBC WDAF WHB KFEQ KANS KFH KVOO KOMA KTOK WKY. Merritt Owens Adv., Kansas City, is agency.

SARNOFF GIVES LABOR FORMULA

RCA-NBC Head Says Fact Interpretation Vital; Misunderstandings Cause Trouble

PROPER interpretation of facts and their practical relationship to problems of both sides are of vital importance in management-labor difficulties, according to Brig. Gen. David Sarnoff, RCA president and NBC board chairman. Gen. Sarnoff is credited with averting the New York transit strike a fortnight ago [BROADCASTING, March 4.]

Improper interpretation and practical relations of facts to the problems of both sides constitute the "root of much misunderstanding," said Gen. Sarnoff. "I think that 50% of the trouble is due to misunderstanding of each other's problems and the remaining 50% is due to understanding of each other's purposes."

In genuine collective bargaining the "black shadows of misunderstanding" must be cleared up first, he explained. Willingness of each side to make reasonable concessions without sacrificing basic principles he called "the essence of genuine collective bargaining and successful negotiations between labor and management.

"Management, labor and consumer all lose when relations between the parties are bad and all gain when the relations are good. Good management-labor relations are reflected in better production, lower costs, greater volume, lower prices and steadier employment."

Gen. Sarnoff said that in dealing with management-labor problems, "it must be recognized that human, as well as economic factors are involved" and that "emotion, as well as reason, is part of the picture."

CBS Replacement

NASH-KELVINATOR Corp., Detroit, reportedly because of lack of critical materials due to strikes, will discontinue weekly CBS *Andrews Sisters Show* following broadcast of March 27 and replaces it with new moderate budget musical program the following weeks. Firm holds Wed. 10:30-11 p.m. (EST) time. Agency is Geyer, Cornell & Newell, New York.

Canadian Ratings

CANADIAN DAYTIME programs continue most popular in Canada, according to the February daytime national radio ratings of Elliott-Haynes Ltd., Toronto, released on March 2. *Soldier's Wife*, with a sets-in-use rating of 24.9, is first with a program rating of 18.8, followed by *Happy Gang* with program rating of 16.6, *Big Sister* (American origination) with 15.9, *Claire Wallace* 14.4, and *Ma Perkins* (American origination) 12.8.

Leading French-language daytime programs for February were *Quelles Nouvelle* with sets-in-use rating of 44.8 and program rating of 30. 1, *Jeunesse Doree* with program rating of 29.3, *La Rue Principale* 24. 1, *Joyeux Troubadours* 23.8, and *La Metairie Rancourt* 23.6.

Letter to the Editor

EDITOR, BROADCASTING:

Those people who profess a hatred for singing commercials can prove it. They'll sing them for you, lyric for lyric. Product impression has been achieved with at least that group which claims choral copy to be the bane of radio.

Should a commercial sing? Well, why not? They've been delivered in every other manner, shouted, cooed, rhymed, whispered, and blasted, depending on the copy directives and the vocal virtuosity of the announcer.

Rhythm, rhyme and song are among the earliest of art forms. If the passions of hate, love and loyalty can be best expressed in music, why object to paeans for Peterson's Plums?

The critics of the symphonic sell have induced a sort of schizothymia within the industry. This we-really-hate-it-but-everybody's-doing-it indecision can be corrected by refusing to okay the first cadenza that creeps into a piece of copy merely because it sounds like a singing commercial—and by seeking the kind of inventive expression that goes farther than just finding a rhyme for the sponsor's product.

That brings us to the point that a melodic plug has to be created with the same finesse that goes into any other song intended to please. Only rarely can a phrase be lifted from straight commercial copy, shoe-horned into a P. D. tune and deliver entertainment as well as sell.

The best song ever written can stay just so long at the top of the hit parade. Commercials, singing or otherwise, likewise need a change of oil at measurable periods.

The singing commercial is really a rehearsal for more diversification to come. When the image orthicon begins to pick up programs across the board, commercials will not only sing, they will dance, grimace and demonstrate.

Meanwhile, set this to music:

You get up to twice the wear
Say it again—Virginia Dare.
Everybody's a practitioner,
Even Drene with Hair Conditioner.
Who'd choke Chiquita (Miss Banana)?
She's part of our Americana.
Don't kick that jingle, learn to pet it—
If you ain't got it, you're gonna get it!

Robert M. Guilbert
Continuity Acceptance Editor
NBC Central Division

When Time Means Money

AIR EXPRESS EARNS ITS WEIGHT IN GOLD

22% slash in rates since 1943 makes this fastest delivery service a better business buy than ever
Do you need something fast — to keep your business going and men at work, to serve a customer or to get one? Do you need "delivery speed" on new merchandise or sales pieces to keep a customer happy? Then use Air Express. Let its speed save time (a matter of hours from coast-to-coast). And the time you save means money — money that makes this fastest delivery service "earn its weight in gold!"

HERE'S HOW LITTLE IT COSTS (U. S. A.)

AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07
349	1.02	1.18	2.30	3.68	9.21
549	1.07	1.42	3.84	6.14	15.35
1049	1.17	1.98	7.68	12.28	30.70
2349	1.45	3.53	17.65	28.24	70.61
Over 2350	1.47	3.68	18.42	29.47	73.68

Specify Air Express-Better Business Buy Than Ever

Shipments travel at the speed of flight between principal U. S. towns and cities, with cost including special pick-up and delivery. Same-day delivery between many airport towns and cities. Rapid air-rail service to and from 23,000 off-airline points in the United States. Service direct by air to and from scores of foreign countries in planes made in America, operated by American personnel and flying the United States flag — at lowered cost.

AIR EXPRESS GETS THERE FIRST

Write Today for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Railway Express office.

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Fulfilling a Promise . . .

Look to Lingo

. for PEAK PERFORMANCE
. for LOW MAINTENANCE
. for INSURED STABILITY

All during the war we promised an even more efficient Lingo Radiator when production started again. While we were busy constructing thousands of steel structures for the U. S. Signal Corps and Army Air Forces, our drafting boards also were at work for you. *Now*, we stand ready to fulfill our promises by presenting a tried and proved antenna system to meet your requirements with maximum efficiency at a minimum of cost and maintenance. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility.

Write for Recommendations

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectation, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

NEW YORK SCHOOLS FORMING FOR VIDEO

FORMATION of a special committee to supervise development of television use in New York's school system has been announced by the city's Board of Education.

Dr. Elias Lieberman, associate superintendent of schools, to whom the committee will report, said the committee's work "will fall naturally into three main areas: the evaluation of educational telecasts, which will be viewed by selected teachers and students, the preparation of new educational programs in cooperation with professional broadcasters, and the training of teachers in methods of utilizing educational telecasts in the classroom."

The committee's first project will be cooperation with NBC in production of an educational television series, to begin sometime after April 7 over WNBT New York. The series will feature dramatic presentations of educational material, featuring the physical sciences at first. Committee members are James F. MacAndrew, broadcasting coordinator for the Board of Education; Dr. Maurice Ames, science supervisor of city schools; Alfred Beck of the junior high school division; Mrs. Dorothy Klock, of WNYE, the Board of Education's station; Mrs. Mildred Pascale, social studies supervisor for the vocational high school division; Mrs. Dorothy Weigand, of Public School 206, Brooklyn, and Edward Stasheff, television producer and director for WNYE.

Roma Plans

ROMA WINE Co., San Francisco, is conducting 13-week national spot radio campaign over 25 stations. Agency is Biow Co., San Francisco.

FTC Cites Realflex

MARTIN J. Goldstein and Isabelle Goldstein, trading as Realflex Products Co., 335 38th Street, Brooklyn, have been charged by the Federal Trade Commission with falsely advertising their spark plug cable sets by using the names "Champion," "Goodyear," and "Zenith," The Goldsteins claim they are entitled to use the names because they have been registered for use in marketing their products.

KPO-Stanford Institute

FOR THE FOURTH consecutive year KPO San Francisco, in cooperation with the Stanford U. Dept. of Speech & Drama, offers an eight-week summer Radio Institute. Institute faculty members include: John W. Elwood, general manager, KPO, and Harlan M. Adams, assistant professor, Stanford U., along with the following members of the KPO staff: Alfred W. Crapsey, sales manager; Floyd Farr, chief announcer; John Grover, staff announcer; Don Hall, engineer; Dwight Newton, commentator.

LATIN SUDS SERIAL
Catch Pan-Am Hearers —Fontura Says—

Lou Brott (L) and Olavo Fontura

SOAP SERIALS have gone Pan-American, Olavo Fontura, owner of PRE4 Sao Paulo, Brazil, disclosed in a broadcast over WOL Washington, shortly after his arrival in the United States for an eight-month study of American broadcasting methods.

In an interview with Lou Brott, WOL news reporter, Mr. Fontura cited the current popularity of the soap serial among the Latin American listener group. Furthermore, he said that other American programs are picked up and rebroadcast to listeners of his station.

Discussing his station property which boasts 10,000 w, Mr. Fontura said they were already equipped for FM but counted television only in the planning stage. A graduate of Millikin University, Decatur, Ill., this marks his first return to this country since graduation.

Radio Potent

INFLUENCE of radio as a molder of public opinion was stressed by Will Rogers Jr., speaking at the organization meeting of Radio Unit of Hollywood Independent Citizens Committee of the Arts, Sciences and Professions in Los Angeles. Mr. Rogers, a candidate for the U. S. Senate, declared he and Senator Sheridan Downey both agree radio is the most important factor in politics today.

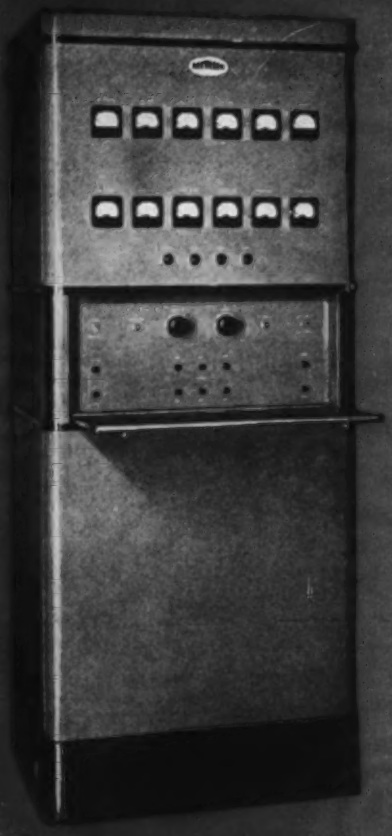
He denounced proposal of the Rankin Committee on Un-American Activities that radio commentators be required to keep copies of scripts for FCC examination.

Electronic Detector

ELECTRONIC DEVICE which will detect any and all metal particles in non-metallic industrial materials and set up a reaction which can be used to operate a visual or audible warning signal or to deflect the metal-bearing object into a special channel for rejects, has been designed and built by RCA Victor and was given its public debut at the Chemical Exposition in New York.

ABC Video Plans

IF FCC approves application of ABC for a television station in San Francisco, network will begin video broadcasts in that city within 18 months. Paul Mowrey, manager of the television division of ABC program department, stated in talks at San Francisco Advertising Club and San Francisco Press Club.



HERE IS WHAT YOU WANT

In your 250 Watt AM Transmitter

Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. **Simple, Speedy, Accurate Tuning.** Uses only two tuned stages—RF drive amplifier and power amplifier—tuned by low-speed, clutch-equipped motor, giving micrometer control and eliminating back-lash.
2. **No Buffer Stage Tuning.** Use of Video type amplifier in buffer stage eliminates this complicated tuning.
3. **Lower Distortion Level**—*inherently* lower—due to use of Triode type tubes.
4. **Greater Dependability.** Use of Triode type tubes means that feed-back failure will not put you off the air. (Feed-back is included to improve quality of signal, but is not necessary to the circuit.)
5. **No Forced Ventilation,** therefore no excessive dust to cause arcs. Fresh, cool air circulates freely upward by convection, thanks to vertical chassis, properly vented.
6. **Silent Operation.** No fan noise. Especially important if transmitter is located in studio.
7. **Exceptional Signal Quality.** Full tonal beauty and really exceptional clarity has been obtained by careful engineering throughout.
8. **Highest Quality Components** used throughout; each part exhaustively tested before inclusion in the design.
9. **Easy Servicing.** Two full-height back doors give instant access to all wiring and components. The simpler circuits reduce servicing to a minimum.
10. **Meets all FCC Requirements.** Frequency response from 30 to 10,000 cycles ±1 DB greatly *under* FCC minimum. Transmitter operates *well under* the maximum noise level requirement.

NEW BEAUTY...Through Striking Modern Design
NEW DEPENDABILITY...Through Simpler Circuits

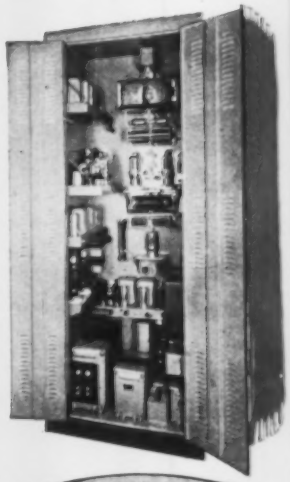
in RAYTHEON'S 250 WATT AM TRANSMITTER!

HERE IS AN UNSURPASSED transmitter design for the 250 Watt station . . . unsurpassed in modern styling—unsurpassed in engineering excellence. Its very presence in your station will add distinction and a "showplace" air. And the signal it puts on the air—clear, full, dependable—will do credit to the programs you present!

Every factor that can influence transmitter performance was carefully taken into account by Raytheon engineers in perfecting this new design. It is believed that this Raytheon 250 Watt equipment contains inherent superiorities that have never been available until now.

Before you select any transmitter, whether for replacement or new installation, you will be wise to get all the facts. Write or wire for our specification bulletin, fully illustrated, with complete technical data. Deliveries now being made.

COMING! *A complete line of Raytheon high-powered AM Transmitters, FM Transmitters and speech input equipment. Watch for announcements!*



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THE KATZ AGENCY, Inc.

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Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

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DAVENPORT

Largest market in Illinois and Iowa, outside of Chicago.

WHBF

BASIC MUTUAL 5KW 1270KC

Chicago 'Master Plan' Is Proposed

System to Halt Exodus Of Talent, Business Offered to CRMC

WEEKS of discussions by representatives of Chicago's radio industry before members of the Chicago Radio Management Club resulted in a proposed "master plan" which the group believes will revitalize the ailing industry and halt the exodus of talent and business to New York and Hollywood.

Prepared by Holman Faust, vice-president of Mitchell-Faust Advertising Co., Chicago, and submitted Feb. 27 for approval, the plan calls for cooperation between networks, stations, agencies and talent to encourage production of new programs and the discovery of new writers, producers and actors.

Mr. Faust proposed that a "farm system" be created to provide auditions for talent of all kinds, using either their own or prepared material.

Audition Staff

The audition staff would consist of (1) representative of AFRA; (2) representative of Directors Guild; (3) member of the Chicago Radio Management Club, and (4) secretary provided by the network or radio station where audition is to be held.

Members of the staff would serve on a "rotating duty list," Mr. Faust explained, with auditions held either weekly or semi-weekly.

Persons desiring auditions would be furnished data sheets listing previous experience, etc., and would receive definite appointments for hearings. This would eliminate, Mr. Faust pointed out, the custom of networks and stations holding regular "audition nights" which he contended made it "virtually impossible" to form a fair opinion of the person's ability.

Results of the auditions would eliminate "painlessly" those persons who obviously lack qualifications for radio work, Mr. Faust said.

"I for one think that no one should be in radio who can be talked out of it. Too many think it's an easy and glamorous way to make a living and stand in the way of others who want to work hard and get somewhere," he told the group.

Mr. Faust recommended the establishment of a "Chicago Playshop" (also recommended several weeks ago by the Chicago Radio Writers Guild) in which the best talent auditioned could be given an opportunity to appear on regular broadcasts. Such a workshop, he said, should select material by new writers, with programs supervised by new directors or producers with the assistance of experienced radio personnel.

Goal of the proposed plan, Mr. Faust said, is to get all factors in Chicago radio to cooperate in locating new talent, to coordinate audition methods and to reach all branches of the industry, particularly agencies, who have an interest in creating new programs.

He admitted such a plan would require a waiver of fees by AFRA but pointed out the actor's union should be "responsive" to a system aimed at increasing their membership.

During the past month, the Chicago Radio Management Club has invited representatives of the radio industry to submit their solutions to the common problem of "what's wrong with Chicago radio?"

Ray Jones, executive secretary of AFRA in Chicago, said AFRA members are leaving Chicago because "there is a lack of good shows to hold talent that has created a name and a reputation."

Advertising Opinion

Various advertising executives have told the CRMC that Chicago cannot expect to hold back ambitious talent, "whatever the incentive may be to stay." They have complained that unknown talent takes too much time and trouble to develop; that guest artists, a standby of radio, are too difficult to obtain, and that "package" shows are easier to produce in Hollywood and New York where "name" talent adds to the show's salability. They also complain that Chicago writers are not equal to established writers in New York or Hollywood where many writers have opportunities to sell to movies as well as radio.

Irna Phillips, who spoke several weeks ago on behalf of Chicago writers, countered with the charge that many agencies are using their Chicago offices as "sales centers only" and that these agencies follow the line of least resistance regardless of the final cost to the client.

Station management admitted that network-owned stations find it easier and more profitable to take programs off the line than to produce them locally. Smaller independent stations have complained they cannot compete with network on origination of sustaining programs, let alone commercial programs.

To all this, the CRMC stoutly insists Chicago radio should stand on its own feet and take civic pride in increasing both the quality and the quantity of its air output. Reactionism and lethargy have no place in the local industry, the group insists. A joint effort on the part of Chicago businessmen, the press and the allied branches of the radio industry can defeat the current tendency to let Chicago radio wither on the vine, members agreed.

Officers of the CRMC are Harlow P. Roberts, president; Margaret Wiley, vice president; Hildred Sanders, secretary, and John T. Carey, treasurer.

FOUR GI'S TO RUN RADIO MUNICH

Mutual's Arthur Gaeth Deplores the Lack Of U. S. Interest in Station

WHAT HAS BECOME of Radio Munich, once one of Nazidom's loudest and most articulate propaganda outlets? Recently Arthur Gaeth, Mutual correspondent in Germany, found out.

U. S. Army radiomen were planning to relinquish operation of Radio Munich on June 1 to a German staff under supervision of only four Americans. The quality of broadcasting to Bavaria will decline immeasurably, said Mr. Gaeth. Of 340 German employes now at Radio Munich, only two are "topnotch" radiomen who can be trusted politically. Others, he said, are either politically objectionable or technically incompetent.

At present a dozen American radiomen, directed by Field Horine, former CBS foreign editor, and Lieut. Claus Brill, until recently of Psychological Warfare Dept., can maintain some degree of quality in 18-hour daily broadcast schedule. When only four of them are left, and the onus falls upon second-rate Germans, the quality of broadcasting will diminish overnight "so that Germans will be able to contrast their inferior Free German Radio (as American-supervised operations will be called) with the Goebbels period." The result, Mr. Gaeth thinks, will be a sudden yearning by Bavaria's 740,000 radio receiver owners for the "good old days" of Goebbels.

Some of Radio Munich's equipment needs replacement, but its basic structure, said Mr. Gaeth, is good. During the war it pumped Nazi talk from two 100 kw transmitters. Among facilities at the station is the Magnetophone, or tape recording system, famed for its program patching possibilities and its tonal qualities.

"We have available," said Mr. Gaeth, "the remnants of a German radio network with which to assist . . . the reeducation (of the German people)." Yet the U. S., apparently unwilling to utilize it for all it is worth, is about to "relinquish the radio system to an inadequate, untrained German force."

Concluded Mr. Gaeth sadly: "As an American sergeant recently put it, 'Why did we fight this war anyway?'"

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New Orleans

shouts its shows on car cards throughout the year

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

RCA

(*Continued from page 28*)

a new design which accomodates power increases through installation of an additional unit. Useful equipment consequently need not go into complete discard when facilities are changed.

Transmitter Haul Easier

Another advantage of the new process is mobility. The new model units can be conveyed to building heights by ordinary freight elevators. Previously many assembled transmitters had to be hauled to location by block and tackle.

The firm's activity in television transmitter and studio equipment is proceeding apace. It is difficult for officials to place any price tags on completed installations. But one 5 kw unit for a simplified station, it is estimated, will cost the licensee about $150,000. That is an approximate price only and subject to revisions induced by wage and price policies finally adopted in Washington.

Mobile Video Unit

RCA also is developing a special mobile video unit which will be housed in a small truck. This unit will be delivered complete with cameras and all other necessary accoutrements. No price has been placed on the package.

RCA has several new wartime-inspired electronic developments which it is not prepared to unveil as yet.

They have made great progress in experimentation with mobile radio equipment in the 152-162 megacycle band. Employing FM, they have developed transceivers which offer notable fidelity at ranges up to 16 miles. Remarkable factor here is the clarity and the absence of fading and noise.

Prewar equipment in this category, employed by police and fire departments and for many other uses, was operated in lower bands. Invariably there were dead spots—in underpass, on structural bridges and in canyon-like metropolitan areas. A thorough test of the newly developed equipment, conducted for observers who rode with RCA engineers in one of the mobile test cars, demonstrated thoroughly that objectionable factors disappear in the higher bands.

This equipment will be employed widely, it is believed, by broadcasting stations in covering remote special events. It is adaptable especially, because of its mobility, to first hand reporting of fires, police activity and other spot news events.

Activities Sectionalized

The RCA plant in Camden will devote most of its capacity to turning out transmitters, studio equipment, communication apparatus, and other electronic products. Receiver manufacturing will be carried forward largely in the company plants at Indianapolis and Bloomington, Ind.

The company's structure is being sectionalized, according to Meade Brunet, vice president in charge of the Engineering Products Department. F. M. Folsom, executive vice president, heads up activities of the entire RCA Victor Division. There are major departments for records, tubes, receivers, and apparatus. Each of these departments will function as a complete entity, with separate engineering, manufacturing, and commercial facilities. Some plants will specialize on a single product as for example the Detroit operation, which will be devoted entirely to motion picture projectors. Mr. Brunet indicated that this organizational structure is the equivalent of a number of small businesses within a large corporate organization, permitting individual attention and control to be given to each of the company's many products.

Streamlining Extended

This organizational streamlining has been extended recently in the Engineering Products Department, responsible for the electronic apparatus produced by RCA. W. W. Watts has been named general sales manager of the department. He has had a considerable background of both technical and merchandising experience, having been previously with Montgomery Ward & Co. and the Zenith Radio Corp. T. A. Smith heads direct sales operation including broadcasting, television, communication, and electronic production. C. M. (Buck) Lewis is broadcast equipment sales manager and H. E. Rhea heads up television broadcast sales. J. B. Taylor is advertising manager for the department.

SUMMER SUMMARY of Young & Rubicam shows was given once-over by these agency officials in Hollywood (l to r): Thomas H. A. Lewis, Hollywood v-p in charge of all Y&R radio operations; Sigurd Larmon, president; Harry Ackerman, program operations v-p.

Canada Church Plans

PRESBYTERIAN CHURCH of Canada, Toronto (financial campaign), from April 24 to May 15 will use most Canadian stations in local and transcribed quarter and half-hour sponsored programs twice weekly, and will use women's organizations and mailing system to obtain large audience. Results of radio advertising for financial campaign will effect proposed plan of church to set up a radio ministry. Campaign is being handled direct.

Commdr. Chew Is Cited For Work in Television

COMMDR. THORNTON CHEW, formerly with Don Lee Television, Hollywood, has been cited by Vice Admiral E. L. Cochrane, chief of the Bureau of Ships, for "outstanding performance of duty" in research, design and development in the field of television, relay radar, and infra-red detection.

Commdr. Chew supervised remote television pickups for Don Lee before joining the Navy in May 1943. Since that time he has been serving in the Bureau of Ships, Washington, D. C., as project engineer in the Air Special Weapons Section of the Air Group, Design Branch, Electronics Division. His principal duties have been in the design of video equipment.

With Don Lee for two years, he formerly was with Television Products Co., Los Angeles, and is a past director of Hollywood Television Society. He was promoted to commander on Jan. 30. Commdr. Chew plans to return to commercial television upon release from the Navy, probably in June.

ABC Promotes

ABC's Central Division promotion department (WENR-ABC Chicago) began its most extensive promotion campaign since V-J day, by contracting with Chicago Transit Co. for subway space, in addition to extensive use of billboard and other outdoor advertising media. Karl Sutphin, ABC Central Division promotion director, announced that all copy will concentrate on ABC's Monday night mystery and comedy features, with new copy provided monthly. More WENR promotion activity concerns new ABC programs with window displays at strategic downtown points, and the distribution of 100,000 book matches selling station program and services to clients and agencies.

Navy Plans Pool For Atom Coverage

Live Mike Is to be Aboard One of Target Ships

PLANS for radio coverage of the Navy atomic bomb tests were announced last week by Joint Task Force—1, preceding a late Friday meeting of industry representatives in New York at which time eight radio correspondents were to have been selected for the "Crossroads" project.

The JFT-1 plan calls for a pool broadcast of the explosion including the 15 minutes before and after the blast and first reports on results of the explosion, first broadcast after the bombing by the Commander of the Task Force and any of his deputies. A radio correspondent will fly over the scene of the explosion for a live, eyewitness account.

Radiomen hope to telecast the explosion and following scenes to the JTF Flagship and to the fleet radio and press ship, and perhaps to other observer ships.

Two high quality voice transmitters will be provided for the *Appalachian*, main radio and press ship. The "observer" ships and the Flagship will be provided with less powerful voice broadcast transmitters. Broadcasts from these ships will be received by the radio and press ship and relayed.

A transmitter on the main target ship and one other will be "on the air" at the time of the explosion to pick up the sound—if any—which occurs before the microphone is disintegrated.

RCA will probably be the commercial company designated to receive transmissions from the *Appalachian* at its West Coast station.

Lever Brothers Official Addresses Coast Group

KEYING his words to need for industrial statesmanship, Charles Luckman, executive vice president of Lever Bros., and former president of Pepsodent Co., March 5 addressed joint meeting of Los Angeles Advertising Club, Sales Managers Assn., and Food Industries Sales Managers, at Biltmore Hotel, Los Angeles. Stressing necessity for expanding economy, increasing production and raising living standards, Mr. Luckman pointed out as necessary, good management, good products, good sales organizations, good merchandising plans, good public relations and good advertising.

In commenting on advertising, he said, "The next great task ahead of advertising and advertising men is the rehabilitation of the American commercial system in the eyes of American people. The public knows, even though for the moment it may have forgotten, the part that business has played in progress of our nation. The way to begin is clear."

Stratovision Ideal for Color, Declares Westinghouse Official

STRATOVISION as a "natural" for CBS color television is seen by C. J. Burnside, manager, Industrial Electronics Division, Westinghouse Electric Corp., Baltimore.

Following announcement by CBS that Westinghouse had been licensed to produce color television under CBS patents, Mr. Burnside last week revealed that Westinghouse has been working in close cooperation with the network since late last year in the development of very-high frequency television. Now under way in the Baltimore plant are first studio pickup units built to CBS design for experimental work essential to the development of both transmitting and receiving equipment, said Mr. Burnside.

"The new units—first to transmit both sound and picture on the same carrier—employ pulsed transmission borrowed from military radar technique," he explained. "Undertaken originally as a CBS-Westinghouse development the new unit soon assumed such importance to overall progress of the art that a limited number are being made available to other leaders in the radio industry so that all may work concurrently to bring color television to a swift and complete maturity."

System Explained

Mr. Burnside explained that under the CBS-Westinghouse system, picture information is transmitted as each component line of the scene is traced, or scanned, in the camera tube, while FM sound is added in the fraction of a second which the electron beam is moved back to the left edge of the picture to begin scanning the next line.

"Two particular factors add to our overall interest in the new system," said the Westinghouse executive. "First, all signs indicate that CBS color operation will be particularly adaptable, because of its small antennas and light-weight equipment, for Stratovision, the revolutionary new system of airborne television and FM transmission under development by Westinghouse in cooperation with the Glenn L. Martin Co.

"And second, it would seem that Stratovision is a 'natural' for CBS color since the problems of transmitting the wide frequency channel necessary for color operation are not readily solved by any system using frequent repeater stations or existing coaxial cable."

Color Impressive

Color television made a deep impression in the minds of Congressmen who witnessed a CBS demonstration on March 1 [BROADCASTING, March 4].

Returning to Washington early last week Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared: "It's very fine, indeed; very much superior to black-and-white television."

Sen. Albert W. Hawkes (R-N.J.), member of the Senate Interstate Commerce Committee, said: "I think it was a very interesting demonstration. It proves great progress in the art. My own experience in technicolor clearly satisfies me that the public doesn't want black-and-white when they can have color. When the public wants it, you ought to give it to them."

Rep. Richard W. Harless (D-Ariz.), member of the House Interstate & Foreign Commerce Committee, commented: "After having seen the color demonstration, I'm very much impressed. It's like drinking something with real punch in it compared to drinking a glass of water. I never could be satisfied with anything but color television, of course."

Video Forum

DISCUSSION on "What's Ahead for Television?" will be presented on the 24th in the series of Rutgers U. forum programs to be heard today (March 11), on WAAT Newark, 8:30-9 p.m. Effect of television as an entertainment or educational medium will be discussed by Warren Wade, executive producer of television for NBC, Herbert de Ryder, television research engineer of the Bremer Broadcasting Corp. (WAAT), Will Baltin, secretary of the Television Broadcasters Assn., and Samuel H. Rick, Jr., editor of Rutgers Extensive Service. Marshall G. Rothen, newly appointed director of broadcasting for Rutgers, will serve as moderator on the show which originates on the Rutgers campus in New Brunswick.

Format Changes

FORMAT of *Spotlight Bands* sponsored by Coca-Cola Co. three times weekly on Mutual and placed by D'Arcy Adv., New York, changes on April 1 to include three permanent orchestras as a regular basis instead of three different bands. Guy Lombardo will be aired each Monday from New York, Xavier Cugat will broadcast Wednesdays from Chicago and Harry James on Fridays from Hollywood. Series of Coca-Cola conventions will be held April 2 to June 15 in Boston, New York, Chicago, Galveston, Jacksonville and Los Angeles from where one of the three bands will broadcast during the convention.

Are Faculty Members

FACULTY members for fourth consecutive KPO-Stanford Radio Institute starting June 20 have been assigned for the eight week sessions. Radio members include John W. Elwood, general manager of KPO; Alfred W. Crapsey, sales manager; Floyd Farr, chief announcer; John Graver, staff announcer and radio actor; Don Hall, engineer; Dwight Newton, news commentator.

EVER SO HUMBLE IS SWEET HOME (Ky.)!

And the poet was wrong when he said there's no place like it! There are *lots* of 'em in Kentucky—oddly-named hamlets that are *exactly* alike in two ways: First, that they're not worth reaching, via radio—and, second, that WAVE doesn't reach them! Actually, there's no place in Kentucky like the Louisville Trading Area—a better market than the rest of the state combined. This is the sweet home of prosperity . . . and WAVE offers it at lower rates! Want the key, pal?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

when its noon in

WNOXville

sales go up!

WNOX's big noon show, the MIDDAY-MERRY-GO-ROUND breaks all sales records. 90 minutes of variety—daily—plays to a studio audience of hundreds.

Check with your BRANHAM man for availabilities.

REPRESENTED BY The BRANHAM Co.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

GROWING! GROWING!
LOS ANGELES
LONG BEACH
Market
Keeping pace are KGER'S alert programming and public service
★
5000 WATTS—Full Time
KGER
Represented Nationally by
JOSEPH HERSHEY McGILLVRA Inc.
New York Chicago San Francisco

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

THERE'S ONLY
1
TIMES SQUARE
but
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
Loew's Affiliate

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

Programs

(*Continued from page 15*)

a station's merit, the Commission will ask for a full accounting by licensees on sustaining programs: the number carried, the time they are scheduled and their general character. It will examine also into network sustaining productions, asking networks to report to it the sustaining programs it offered with a list of affiliates which carried them and a list which did not. This will be checked, evidently, against a similar compilation gathered from affiliates, for they too will be asked to report what network sustainers they rejected and what programs they scheduled in such time segments.

'Undue' Local Emphasis

The Commission admits that it has, in the past, placed "perhaps undue emphasis" on local live programs. Nevertheless, the report notes, this category will be considered heavily in the future as an index to a station's performance in the "public interest."

The FCC likewise will scrutinize carefully the programs devoted to discussions of public issues to ascertain whether they are in proper balance to the remainder of the program schedule. What constitutes proper balance is not noted.

Applicants will be asked to state how much time out of each broadcast hour will be devoted to advertising matter. This is undertaken, it is pointed out, since "the public interest clearly requires that the amount of time devoted to advertising shall bear a reasonable relationship to the amount of time devoted to programs."

Renewals Will Be Watched

There will be, the report reveals, "a generally more careful consideration of renewal applications." What this portends can only be guessed; there is reason to believe that even now renewals are enjoying more than a passing glance, since currently there are about 300 stations operating on temporary licenses.

Most of these, says the FCC, are on temporary because the Commission has had no time to process them. The FCC "deemed it preferable to issue temporary licenses pending the adoption of the more expeditious procedure outlined in the report.

That there will be no question of its serious intent, the FCC report offers its definitions of network, commercial and sustaining programs. Summarized, these are:

A network program is any furnished to a station by a network or another station.

A commercial program is any program paid for by a sponsor or a program which is interrupted by a commercial spot announcement at intervals less than 15 minutes.

A sustaining program is one that is neither paid for nor so interrupted.

The report reveals an entirely new concept in one program category. This is called a "wire program." It is defined as "any program the text of which is distributed to a number of stations by telegraph, teletype or similar means and read in whole or in part by a local announcer."

A news program, performed locally, is a local production only if more than half of its content concerns local news or comment.

'Wire' Shows Not 'Line'

This definition conflicts somewhat with the FCC's contention that a "local live program is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control." The FCC specifies, however, that stations should not, even granting that their announcers are alive, categorize a "wire" program as "live."

The report eliminates the designation "ET" (electrical transcription) when it asks that all recorded and transcribed programs be noted on reports as (R) recorded. It adds a new classification for announcements, designated "PSA." This means sustaining public service announcement. It is defined as an announcement which is not paid for by a sponsor but which is devoted to a non-profit cause: such as the Red Cross, victory bonds, public health, etc. It resists the contention that a public service announcement can be paid for, although elsewhere it acknowledges that a public service program can be.

Spot announcements—defined as any announcement which is neither a PSA nor a station standby—cannot be sustaining. If a department store buys an announcement and devotes its copy to the Red Cross, it's SA, not PSA.

There is some haze surrounding the FCC viewpoint on weather reports and time signals in this regard. If a weather report is sponsored, it's a spot announcement. If it isn't, it's a program. No explanation clarifies this drollery.

But shining through these gathering clouds with Radar-like clarity is one sunbeam which broadcasters may clutch: they need report their programming operations annually only on the basis of a representative week. This would seem to erase the yearly drummery of compiling totals on sustaining and commercial programming for each day of the year.

May Be Anytime

The Commission is a little more sly about this "one week" than is the Federal Trade Commission, however. The latter, in calling in continuity for periodic checks, usually specifies a given week or two-week period. Not the FCC. The latter will ask for program reports from a Monday it will select at random in January or February, a Tuesday in March, a Wednesday in April, a Thursday in May or June, a Friday in July or August, a Saturday in September or October and a Sunday in November or December. The particular days chosen will vary from year to year.

The composite week for 1945 will be Monday, Jan. 15; Tuesday, March 13; Wednesday, April 25; Thursday, June 7; Friday, Aug. 24; Saturday, Oct. 13; and Sunday, Dec. 9.

Reports will be made on three time segments of the day: from 8 a.m. to 6 p.m.; from 6 p.m. to 11 p.m. and all other hours.

The schedule forms will be uniform and will be used by applicants for new facilities, for renewals and for changes of facilities.

The uniform schedule information will be treated as "a responsible estimate rather than a binding pledge," the Commission states. It adds: "However, attention should be called to the fact that the need for trustworthiness is at least as important with respect to representations concerning program service as with respect to statements concerning financial matters."

Cites Five Cases

This pursues, by some hundred-odd pages, the report's preamble in which it cites the cases of five applications as partial justification for its action in projecting the report.

These five cases concern KIEV Glendale (1932); Van Curler Broadcastng Corp. and Western Gateway Broadcasting Corp., competing applicants for facilities in Schenectady (1939); WTOL Toledo (1938); WBAL Baltimore (1934); KHMO Hannibal (1936).

The cases involved, respectively, a new application; decision in competing applications; an application for new facilities; transfer of control; and judicial review.

They are cited in the FCC report as evidence that promises for "public interest" programming made by some applicants are not kept in actual performance.

In further extenuation of its vigor for the program task, the FCC recalls to roost some chickens whose feathers have turned gray with the passing years. It quotes:

"Commercial announcements, as the term is generally understood, shall not be broadcast between 7 and 11 p.m." (From "Standards of Commercial Practice," compiled by the NAB, March 25, 1929).

"Our rule, however, in our station is that no more than one minute out of the 30 minutes is devoted to advertising sponsorship." (William S. Hedges, now vice president, NBC, then—1930—general manager of WMAQ Chicago and president of the NAB).

". . . a few weeks ago our research department told me that all the time used on the air during a particular week, that the actual time taken for advertising mention was seven-tenths of 1 percent of all our time." (William S. Paley, chairman of the board, CBS, then

—1930—network president).

"In dealing with advertising on the air, we in the Duane Jones Co. have found that when we increase the length and number of commercials on the air to test our programs, invariably their Crossley ratings go up . . .". (Duane Jones, president of Duane Jones Co., advertising agency).

"Listeners are entitled to hear the news without jarring interruptions . . ." (Raymond Gram Swing, in a letter to the *St. Louis Post Dispatch*, Feb. 5, 1945).

Miller Quote

"There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper . . ." (Justin Miller, now president of the NAB, then an Appeals Court judge, in a letter to the *Post Dispatch* on April 29, 1945).

The Commission also quoted this one, which is somewhat tattered from constant use:

"It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter . . ." (Herbert Hoover, then Secretary of Commerce, later President, at the First Annual Radio Conference in 1922).

Employing these and other statements as a sort of launching platform, the Commission eagerly computes its azimuth and range and launches a V-2 which, when it lands, will shatter the sensibilities of station managers from coast to coast.

"In recent months," the report states, "the Commission before renewing the license of a broadcast station has compared the percentage of commercial programs actually broadcast during a sample week with the percentage which the station stated that it would broadcast in its original application. Where a serious discrepancy was noted, and where the proportion of sustaining programs appeared to be so low as to raise a question concerning the station's operation in the public interest, the station's comments were requested."

Off-the-Air Recordings

To make such comparisons, it can be assumed that the Commission ordered its field stations to take off-the-air recordings of station programs to supplement station logs which were called for review. This may account for Chairman Porter's anxiety, when he sought appropriations before Congress, that his requests for about 100% more funds for engineering activity might be denied.

Comments from stations did not satisfy the FCC. Some stations, according to the report, said they saw no difference between a sustaining program and a commercial one insofar as public interest is concerned. The FCC agreed that a commercial program can be in the public interest, but maintained in the report that additional public interest programs should be broadcast at the expense of the station.

"The conceded merit of many or most programs broadcast during periods which a broadcaster has sold to others does not relieve him of the responsibility for broadcasting his own programs during periods which he has reserved from sponsorship for public service." That epitomizes the report's broad attitude toward commercial-vs-sustaining programs and their relationship to public interest programming.

Interested in Finances

The FCC's interest extends not only to the amount of a station's revenue, but to the disposition of it. The report notes that in October 1944 there were four salesmen employed for every three writers on 834 radio stations. For every dollar paid to the average writer, it notes, $2.39 was paid to the salesmen. It is noted that during this period the average local station employed less than one third of a full-time musician and less than one-sixth of a full-time actor.

The Commission, taking no cognizance of the fact that in many communities it requires some ingenuity to find one-third of a musician, concludes from these statistics that many outlets are not staffed adequately to "meet responsibilities."

Of equal significance to its findings is the FCC plea that there be more criticism of broadcasting. This feint was signalled in an article written by Chairman Porter in a national magazine soon after he became a commissioner.

The plea, in the report, is entitled "Role of the Public." It notes that broadcasters have undertaken some self-improvement, and adds: "This trend . . ., if continued, may further buttress the industry against the rising tide of informed and responsible criticism."

'Need for Critics'

"There is need," it adds, "for professional radio critics, who will play in this field the role which literary and dramatic critics have long assumed in the older forms of artistic expression."

Radio listener councils, it is observed, should propagate their species and increase their activity.

Colleges and universities and public schools should rear a new generation of listeners "with higher standards and expectations of what radio can offer."

Radio workshop graduates should infiltrate the ranks of broadcasting.

Nowhere, in this dissertation, does there appear the mention of "program director"—upon whom, it is assumed, shall be visited the wrath of this horde of self-improvers, critics, university professors, councilors, one-thirds-of-musicians and writers-who-want-to-make-as-much-as-salesmen.

Text of Service Report—Summary of Conclusions

A. ROLE OF THE PUBLIC

Primary responsibility for the American system of broadcasting rests with the licensee of broadcast stations, including the network organizations. It is to the stations and networks rather than to federal regulation that listeners must primarily turn for improved standards of program service. The Commission, as the licensing agency established by Congress, has a responsibility to consider overall program service in its public interest determinations, but affirmative improvement of program service must be the result primarily of other forces.

One such force is self-regulation by the industry itself, through its trade associations.

Licensees acting individually can also do much to raise program service standards, and some progress has indeed been made. Here and there across the country, some stations have evidenced an increased awareness of the importance of sustaining programs, live programs, and discussion programs. Other stations have eliminated from their own program service the middle commercial, the transcribed commercial, the piling up of commercials, etc. This trend toward self-improvement, if continued, may further buttress the industry against the rising tide of informed and responsible criticism.

Forces outside the broadcasting industry similarly have a role to play in improved program service. There is need, for example, for professional radio critics, who will play in this field the role which literary and dramatic critics have long assumed in the older forms of artistic expression. It is, indeed, a curious instance of the time lag in our adjustment to changed circumstances that while plays and concerts performed to comparatively small audiences in the "legitimate" theater or concert hall are regularly reviewed in the press, radio's best productions performed before an audience of millions receive only occasional and limited critical consideration. Publicity for radio programs is useful, but limited in the function it performs. Responsible criticism can do much more than mere promotion; it can raise the standards of public appreciation and stimulate the free and unfettered development of radio as a new medium of artistic expression. The independent radio critic, assuming the same role long occupied by the dramatic critic and the literary critic, can bring to bear an objective judgment on questions of good taste and of artistic merit which lie outside the purview of this Commission. The reviews and critiques published weekly in Variety afford an illustration of the role that independent criticism can play; newspapers and periodicals might well consider the institution of similar independent critiques for the general public.

Radio listener councils can also do much to improve the quality of program service. Such councils, notably in Cleveland, Ohio, and Madison, Wis., have already shown the possibilities of independent listener organization. First, they can provide a much needed channel through which listeners can convey to broadcasters the wishes of the vast but not generally articulate radio audience. Second, listener councils can engage in much needed research concerning public tastes and attitudes. Third, listener councils can check on the failure of network affiliates to carry outstanding network sustaining programs, and on the local programs substituted for outstanding network sustaining pro-

(*Continued on page 72*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
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Custom-Built
Speech Input Equipment
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"GEARED TO AM-FM EXPANSION"
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Commercial Radio Equip. Co.
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MORE RF KILOWATT HOURS PER DOLLAR WITH
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Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

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Transmitter Installation
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Phone—Kenmore 6233

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WBNX
DAILY PROGRAMS IN
Italian Polish English Jewish German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

CBS WJNO
Where "Dun and Bradstreet" meet "Hooper and Crossley"
THE VOICE OF THE PALM BEACHES

Program Summary

(*Continued from page 71*)

grams. Fourth, they can serve to publicize and to promote outstanding programs—especially sustaining programs which at present suffer a serious handicap for lack of the vast promotional enterprise which goes to publicize many commercial programs. Other useful functions would also no doubt result from an increase in the number and an extension of the range of activities of listener councils, cooperating with the broadcasting industry but speaking solely for the interest of listeners themselves.

Colleges and universities, some of them already active in the field, have a like distinctive role to play. Together with the public schools, they have it in their power to raise a new generation of listeners with higher standards and expectations of what radio can offer.

In radio workshops, knowledge may be acquired of the techniques of radio production. There are already many examples of students graduating from such work who have found their way into the industry, carrying with them standards and conceptions of radio's role, as well as talents, by which radio service cannot fail to be enriched.

Even more important, however, is the role of colleges and universities in the field of radio research. There is room for a vast expansion of studies of the commercial, artistic and social aspects of radio. The cultural aspects of radio's influence provide in themselves a vast and fascinating field of research.

It is hoped that the facts emerging from this report and the recommendations which follow will be of interest to the groups mentioned. With them rather than with the Commission rests much of the hope for improved broadcasting quality.

B. ROLE OF THE COMMISSION

While much of the responsibility for improved program service lies with the broadcasting industry and with the public, the Commission has a statutory responsibility for the public interest, of which it cannot divest itself. The Commission's experience with the detailed review of broadcast renewal applications since April 1945, together with the facts set forth in this report, indicate some current trends in broadcasting which, with reference to licensing procedure, require its particular attention.

In issuing and in renewing the licenses of broadcast stations the Commission proposes to give particular consideration to four program service factors relevant to the public interest. These are: (1) the carrying of sustaining programs, including network sustaining programs, with particular reference to the retention by licensees of a proper discretion and responsibility for maintaining a well-balanced program structure; (2) the carrying of local live programs; (3) the carrying of programs devoted to the discussion of public issues, and (4) the elimination of advertising excesses.

(1) **Sustaining programs.** The carrying of sustaining programs has always been deemed one aspect of broadcast operation in the public interest. Sustaining programs, as noted above (pp. 29-44), perform a fivefold function in (a) maintaining an overall program balance, (b) providing time for programs inappropriate for sponsorship, (c) providing time for programs serving particular minority tastes and interests, (d) providing time for non-profit organizations—religious, civic, agricultural, labor, educational, etc., and (e) providing time for experiment and for unfettered artistic self-expression.

Accordingly, the Commission concludes that one standard of operation in the public interest is a reasonable proportion of time devoted to sustaining programs.

Moreover, if sustaining programs are to perform their traditional functions in the American system of broadcasting, they must be broadcast at hours when the public is awake and listening. The time devoted to sustaining programs, accordingly, should be reasonably distributed among the various segments of the broadcast day.

For the reasons set forth on pages 48-57, the Commission, in considering overall program balance, will also take note of network sustaining programs available to but not carried by a station, and of the programs which the station substitutes therefor.

(2) **Local live programs.** The Commission has always placed a marked emphasis, and in some cases perhaps an undue emphasis, on the carrying of local live programs as a standard of public interest. The development of network, transcription, and wire news services is such that no sound public interest appears to be served by continuing to stress local live programs exclusively at the expense of these other categories. Nevertheless, reasonable provision for local self-expression still remains an essential function of a station's operation (pp. 59-66), and will continue to be so regarded by the Commission. In particular, public interest requires that such programs should not be crowded out of the best listening hours.

(3) **Programs devoted to the discussion of public issues.** The crucial need for discussion programs, at the local, national, and international levels alike is universally realized, as set forth above (pp. 67-71 of the full text of this report). Accordingly, the carrying of such programs in reasonable sufficiency, and during good listening hours, is a factor to be considered in any finding of public interest.

(4) **Advertising excesses.** The evidence set forth above (pp. 73-89 of the full text of this report), warrants the conclusion that some stations during some or many portions of the broadcast day have engaged in advertising excesses which are incompatible with their public responsibilities, and which threaten the good name of broadcasting itself.

As the broadcasting industry itself has insisted, the public interest clearly requires that the amount of time devoted to advertising matter shall bear a reasonable relationship to the amount of time devoted to programs. Accordingly, in its application forms the Commission will request the applicant to state how much time he proposes to devote to advertising matter in any one hour.

This by itself will not, of course, result in the elimination of some of the particular excesses described above (pp. 79-86 of the full text of this report). This is a matter in which self-regulation by the industry may properly be sought and indeed expected. The Commission has no desire to concern itself with the particular length, content, or irritating qualities of particular commercial plugs.

C. PROCEDURAL PROPOSALS

In carrying out the above objectives, the Commission proposes to continue substantially unchanged its present basic licensing procedures—namely, the requiring of a written application setting forth the proposed program service of the station, the consideration of that application on its merits, and subsequently the comparison of promise and performance when an application is received for a renewal of the station license. The ends sought can best be achieved, so far as presently appears, by appropriate modification of the particular forms and procedures currently in use and by a generally more careful consideration of renewal applications.

The particular procedural changes proposed are set forth below. They will not be introduced immediately or simultaneously, but rather from time to time as circumstances warrant. Meanwhile, the Commission invites comment from licensees and from the public.

1. Uniform Definitions and Program Logs

The Commission has always recognized certain basic categories of programs——e.g., commercial and sustaining, network, transcribed, recorded, local, live, etc. Such classifications must, under Regulation 3.404, be shown upon the face of the program log required to be kept by each standard broadcast station; and the Commission, like its predecessor, has always required data concerning such program classifications in its application forms.

Examination of logs shows, however, that there is no uniformity or agreement concerning what constitutes a "commercial" program, a "sustaining" program, a "network" program, etc. Accordingly, the Commission will adopt uniform definitions of basic program terms and classes, which are to be used in all presentations to the Commission. The proposed definitions are set forth below.

A commercial program (c) is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement (as defined below), at intervals of less than 15 minutes. A network program shall be classified as "commercial" if it is commercially sponsored on the network, even though the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station.

(It will be noted that any program which is interrupted by a commercial announcement is classified as a commercial program, even though the purchaser of the interrupting announcement has not also purchased the time preceding and following. The result is to classify so-called "participating" programs as commercial. Without such a rule, a 15-minute program may contain 5 or even more minutes of advertising and still be classified as "sustaining." Under the proposed definition, a program may be classified as "sustaining" although preceded and followed by spot announcements, but if a spot announcement interrupts a program, the program must be classified as "commercial").

A sustaining program (S) is any program which is neither paid for by a sponsor nor interrupted by a spot announcement (as defined below).

A network program (N) is any program furnished to the station by a network or another station. Transcribed delayed broadcasts of network programs are classified as "network," not "recorded." Programs are classified as network whether furnished by a nationwide, regional, or special network or by another station.

A recorded program (R) is any program which uses phonograph records, electrical transcriptions, or other means of mechanical reproduction in whole or in part——except where the recording is wholly incidental to the program and is limited to background sounds, sound effects, identifying themes, musical "bridges," etc. A program part transcribed or recorded and part live is classified as "recorded" unless the recordings are wholly incidental, as above. A transcribed delayed broadcast of a network program, however, is not classified as "recorded" but as "network."

A wire program (W) is any program the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer. Programs distributed by the wire news services are "wire" programs. A news program which is part wire and is part of local non-syndicated origin is classified as "wire" if more than half of the program is usually devoted to the reading verbatim of the syndicated wire text, but is classified as "live" if more than half is usually devoted to local news or comment.

(The above is a new program category. Programs in this category resemble network and transcribed programs

Hearings Continue

FCC HEARINGS in Brockton, Mass., on applications for use of 1460 kc proceeded on schedule last Wednesday despite Commissioner Wills' death. The Commission assigned J. Alfred Guest, regional attorney in the New York office, to preside. Other hearings which had been placed on the late Commissioner's calendar will be conducted by staff members.

Vet Station

AN ALL-VETERAN partnership has filed with the Commission for a new 250 w AM station in Charleston, S. C. Frequency is 1450. If the FCC grants the application, all personnel of the station, as far as possible, will be veterans. Members of Coastal Broadcasting Co. are Lt. Commdr. Richard E. Adams, USNR, and James H. Shoemaker, and Albert A. Anderson, former command pilot with NATS. Commdr. Adams is in Navy Public Information. Mr. Shoemaker was also in that office before release from service.

in the respect that they are syndicated to scores or hundreds of stations. They resemble local live programs only in the respect that the words are vocalized by a local voice; the text is not local but syndicated. Such programs have an important role in broadcasting, especially in the dissemination of news. With respect to stations not affiliated with a network, the wire program for timely matter, plus the transcription for less urgent broadcasts affords a close approach to the services of a regular network. The only difficulty is that with respect to program classifications heretofore, the wire program has been merged with the local live program, which it resembles only superficially, preventing a statistical analysis of either. By establishing definitions for "wire commercial" and "wire sustaining," the Commission expects to make possible statistical studies with respect to such programs, and also to make more significant the statistical studies with respect to the "local live commercial" and "local live sustaining" categories.)

A local live program (L) is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control. Programs furnished to a station by a network or another station, however, are not classified as "live" but as "network." A program which uses recordings in whole or in part, except in a wholly incidental manner, should not be classified as "live" but as "recorded." Wire programs, as defined above, should likewise not be classified as "live."

A sustaining-public service announcement (PSA) is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—e.g., war bonds, Red Cross, public health, civic announcements, etc. Promotional, "courtesy," participating announcements, etc., should not be classified as "sustaining public service announcements" but as "spot announcements." War Bond, Red Cross, civic and similar announcements for which the station receives remuneration should not be classified as "sustaining public service announcements" but as "spot announcements."

A spot announcement (SA) is any announcement which is neither a sustaining public service announcement (as above defined) nor a station identification announcement (call letters and location). An announcement should be classified as a "spot announcement," whether or not the station receives remuneration, unless it is devoted to a nonprofit cause. Sponsored time signals, sponsored weather announcements, etc. are spot announcements. Unsponsored time signals, weather announcements, etc., are program matter and not classified as announcements. Station identification announcements should not be classified as either sustaining public service or spot announcements, if limited to call letters, location, and identification of the licensee and network.

The Commission further proposes to amend Regulation 3.404 to provide in part that the program log shall contain:

> An entry classifying each program as "network commercial" (NC); "network sustaining" (NS); "recorded commercial" (RC); "recorded sustaining" (RS); "wire commercial" (WC); "wire sustaining" (WS); "local live commercial" (LC); or "local live sustaining" (LS); and classifying each announcement as "spot announcement" (SA) or "sustaining public service announcement" (PSA).

The adoption of uniform definitions will make possible a fairer comparison of program representations and performance, and better statistical analyses.

(2) Segments of the Broadcast Day

The Commission has always recognized, as has the industry, that different segments of the broadcast day have different characteristics, and that different types of programming are therefore permissible. For example, the NAB Code, until recently, and many stations permit a greater proportion of advertising during the day than at night. The Commission's Chain Broadcasting Regulations recognized four segments: 8 a.m.-1 p.m., 1 p.m.-6 p.m., 6 p.m.-11 p.m., and all other hours. Most stations make distinctions of hours in their rate cards.

In general, sustaining and live programs have tended to be crowded out of the best listening hours from 6 to 11 p.m., and also in a degree out of the period from 8 a.m. to 6 p.m. At least some stations have improved the ratios shown in reports to the Commission, but not the service rendered the public, by crowding sustaining programs into the hours after 11 p.m. and before dawn when listeners are few and sponsors fewer still. Clearly the responsibility for public service cannot be met by broadcasting public service programs only during such hours. A well-balanced program structure requires balance during the best listening hours.

Statistical convenience requires that categories be kept to a minimum. In general, the segments of the broadcast day established in the Chain Broadcasting Regulations appear satisfactory, except that no good purpose appears to be served in connection with program analysis by calculating separately the segments from 8 a.m. to 1 p.m. and from 1 p.m. to 6 p.m. Accordingly, for present purposes it is proposed to merge these segments, so that the broadcast day will be composed of three segments only: 8 a.m.-6 p.m., 6 p.m.-11 p.m., and all other hours.

The categories set forth above, plus the segments herein defined, make possible a standard program log analysis in the following form:

	8 a.m.-6 p.m.	6 p.m.-11 p.m.	All other hours	Total
Network commercial (NC)				
Network sustaining (NS)				
Recorded commercial (RC)				
Recorded sustaining (RS)				
Wire commercial (WC)				
Wire sustaining (WS)				
Live commercial (LC)				
Live sustaining (LS)				
[1] Total				
Number of Spot Announcements (SA)				
Number of Sustaining Public Service Announcements (PSA)				

[1] Totals should equal full operating time during each segment.

The above schedule will be uniformly utilized in Commission application forms and annual report forms in lieu of the various types of schedules now prevailing. In using it, stations may calculate the length of programs to the nearest five minutes.

(3) Annual Reports and Statistics

For some years, the Commission has called for a statement of the number of hours devoted to various classes of programs each year, in connection with the Annual Financial Reports of broadcast stations and networks. Requiring such figures for an entire year may constitute a considerable accounting burden on the stations, and may therefore impair the quality of the reports. Accordingly, the Commission proposes hereafter to require these data in the Annual Financial Reports only for one week.

To make the proposed week as representative as possible of the year as a whole, the Commission will utilize a procedure heretofore sometimes used by stations in presentations to the Commission. At the end of each year, it will select at random a Monday in January or February, a Tuesday in March, a Wednesday in April, a Thursday in May or June, a Friday in July or August, a Saturday in September or October, and a Sunday in November or December, and will ask for detailed program analyses for these seven days. The particular days chosen will vary from year to year, and will be drawn so as to avoid holidays and other atypical occasions.

The information requested will be in terms of the definitions and time periods set forth above. Statistical summaries and trends will be published annually.

The Commission will also call upon the networks for quarterly statements of the stations carrying and failing to carry network sustaining programs during a sample week in each quarter.

(4) Revision of Application Forms

Since the establishment of the Federal Radio Commission, applicants for new stations have been required to set forth their program plans, and applications have been granted in part on the basis of representations concerning program plans. Applications for renewal of license, assignment of license, transfer of control of licensee corporation, and modification of license have similarly included, in various forms, representations concerning program service rendered or to be rendered. The program service questions now asked on the Commission's application forms are not uniform, and not closely integrated with current Commission policy respecting program service. It is proposed, accordingly, to revise the program service questions on all Commission forms to bring them into line with the policies set forth in this report.

Specifically, applicants for new stations will be required to fill out, as part of Form 301 or Form 319, a showing of their proposed program structure, utilizing the uniform schedule set forth above (p. 137 of the full text of this report). Applicants for renewal of license, consent to transfer of assignment, and modification of license will be required to fill out the same uniform schedule, both for a sample week under their previous licenses, and as an indication of their proposed operation if the application in question is granted.

The Commission, of course, recognizes that there is need for flexibility in broadcast operation. An application to the Commission should not be a straitjacket preventing a licensee from rendering an even better service than originally proposed. To provide the necessary flexibility, the information supplied in the uniform schedule will be treated as a responsible estimate rather than a binding pledge. However, attention should be called to the fact that the need for trustworthiness is at least as important with respect to representations concerning program service as with respect to statements concerning financial matters.

Stations will also be asked whether they propose to render a well-balanced program service, or to specialize in programs of a particular type or addressed to a particular audience. If their proposal is for a specialized rather than a balanced program service, a showing will be requested concerning the relative need for such service in the community as compared with the need for an additional station affording a balanced program service. On renewal, stations which have proposed a specialized

(*Continued on page 74*)

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

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U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY CBS STATION IN VERMONT
WCAX
1000 WATTS - FULL TIME

OVER
160,000
Radio Homes
of the
4th Richest State
Now Within
WMOH
0.5 MV/M
HAMILTON, OHIO

Covering
Ohio's
3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

In the UTAH Market

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

audiodisc
Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

ST. LOUIS SNAPSHOTS

HE CAN RELAX... HE HAS A RESERVATION AT THE HOTEL
Mayfair

Additional Research Underway on Joske Study; Promotion Film Is Now Available

CONFIDENT with announcement by NAB that additional research is under way on the study of radio advertising for retailers, being conducted in San Antonio by Joske's of Texas, the NAB revealed that the retail promotion film, "Air Force and the Retailer," is available to all stations without cost.

Although the original film ran 100 minutes and contained five parts, a condensed version with two parts, "History and Development of Retailing" and "Why Radio Works" is being made available. The film runs about one hour. Stations may use the film for local meetings with retailers.

Consumer-Attitude Survey

In progress at Joske's is a consumer-attitude survey, being conducted by Crossley Inc. to determine the effects of a year's use of radio on consumer attitudes in buying. Also planned for this year is a series of checks and measurements within the store to determine the relative effectiveness of radio and newspaper advertising of specific items, lines, departments and store services.

NAB plans to employ a fulltime research assistant who will remain at Joske's to supervise the checks. Search for a qualified assistant is now under way. NAB members have been asked to recommend personnel to the NAB Dept. of Broadcast Advertising.

Ernst & Ernst are conducting a year-end audit of Joske's sales for its fiscal year ending Jan. 31, 1946, in an effort to determine comparative sales increases or decreases by departments receiving a greater or lesser share of radio advertising.

Miss Lee Hart, NAB assistant director of Broadcast Advertising, who was Joske's director of radio advertising in 1945, is compiling the Joske report. Preliminary studies will be released to all NAB members and retailers throughout the country.

Program Summary

(*Continued from page 73*)

service will be expected to show the extent to which they have in fact fulfilled their proposals during the period of their license.

Stations affiliated with a network will further be required to list network sustaining programs not carried during a representative week, and the programs carried in place of such programs.

If the Commission is able to determine from an examination of the application that a grant will serve the public interest, it will grant forthwith, as heretofore. If the Commission is unable to make such a determination on the basis of the application it will, as heretofore, designate the application for hearing.

(5) Action on Renewals

With the above changes in Commission forms and procedures, the Commission will have available in connection with renewal applications, specific data relevant to the finding of public interest required by the statute.

First, it will have available all the data concerning engineering, legal, accounting and other matters as heretofore.

Second, it will have available a responsible estimate of the overall program structure appropriate for the station in question, as estimated by the licensee himself when making his previous application.

Third, it will have available affirmative representations of the licensee concerning the time to be devoted to sustaining programs, live programs, discussion programs, and advertising matter.

Fourth, it will have available from the annual reports to the Commission data concerning the actual program structure of the station during a sample week in each year under the existing license.

Fifth, it will have available a statement of the overall program structure of the station during a week immediately preceding the filing of the application being considered, and information concerning the carrying of network sustaining programs.

Sixth, it will have available the station's representations concerning program service under the license applied for.

If the Commission is able to determine on the basis of the data thus available that a grant will serve the public interest, it will continue as heretofore, to grant forthwith; otherwise, as heretofore, it will designate the renewal application for hearing.

KTBI GETS 810 KC FOR DAYTIME USE

KTBI Tacoma, Wash., was authorized by the FCC last Friday to change from fulltime operation on 1490 kc with 250 w to daytime operation on 810 kc with 1 kw, transmitter site to be determined.

Meanwhile, three stations on Thursday were authorized by the Commission to switch to regional frequencies and increase power, and two others were authorized to increase power on their present assignments.

The Commission granted petition of WHEC Rochester for reconsideration and grant of its application to increase power on 1460 kc from 1 kw day and 500 w night to 5 kw unlimited time, using directional antenna. The grant was subject to WHEC's making "satisfactory adjustment" of any adverse effect on the antenna system of WSAY Rochester and adjustment of any cross modulation problems, further subject to CAA approval of the antenna site. Commissioner Clifford J. Durr voted for hearing.

KVOE Santa Ana, Calif., was conditionally authorized to change from 1490 to 1480 kc and increase power from 250 w to 1 kw with directional antenna fulltime, while KGLU Safford, Ariz., was granted authority to change from 1450 to 1480 kc and increase power from 250 w to 1 kw fulltime.

KVEC San Luis Obispo, Calif., was authorized to change from 1230 to 920 kc, increasing power from 250 w unlimited to 1 kw day and 500 w night.

WRRF Washington, N. C., a daytime station on 930 kc, was authorized to increase power from 1 to 5 kw on the frequency, daytime only.

Rejoins Conner Co.

IRVIN H. BALTZER, released from the Navy, has returned to Conner Co., San Francisco agency, as account executive.

Peabody Receives Over 200 Entries

WINNERS of the George Foster Peabody Radio Awards were to be selected last week-end in New York by the national advisory board. The more than 200 entries represent 38 states and two foreign countries (Italy and Canada). In addition, scores of programs have been recommended by listening posts.

Recognition is given stations and programs, with awards for: Public service by a regional station, public service by a local station, outstanding reporting and interpretation of the news, outstanding entertainment in drama, outstanding entertainment in music, outstanding educational programs, outstanding children's programs.

U. of Georgia, of which George Foster Peabody was a trustee, was to have been represented at the meeting of the advisory board by Dean John E. Drewry of the Henry W. Grady School of Journalism, the unit of the university which administers the awards, with the assistance of the NAB.

Board Members

Members of the national board are Edward Weeks, editor, *Atlantic Monthly*, Boston, chairman; John H. Benson, former president, American Assn. of Advertising Agencies, N. Y.; Dr. Ralph Casey, director of School of Journalism, U. of Minnesota; Jonathan Daniels, editor of *Raleigh* (N. C.) *News and Observer;* Mark Ethridge, publisher of *Louisville Courier-Journal and Times;* Earl J. Glade, Mayor of Salt Lake City; Joseph Henry Jackson, literary editor of *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Dr. I. Keith Tyler, director of radio education, Ohio State U.; Mrs. Elizabeth Ames, executive secretary, "Yaddo," Saratoga Springs, N. Y.; Dixon Wecter, professor of English, U. of California.

Last year's winners were WTAG Worcester, Mass., for its *Worcester and the World,* Raymond Swing, Col. Edward Kirby, WLW Cincinnati, *Cavalcade of America,* Fred Allen, *Telephone Hour, Human Adventure,* Philharmonic Young Artists series, WNYC New York and Mayor LaGuardia, WIBX Utica, and special citations to KOIN Portland, KVOO Tulsa, WFBL Syracuse, KMOX St. Louis.

IN TOUCH WITH TOMORROW
....IN TUNE WITH TODAY
KGW
PORTLAND
OREGON
REPRESENTED BY EDWARD PETRY & CO.

MAGAZINES LOOK AT RADIO—

Video Advantages, Drawbacks Scanned; Day Serials Spanked

SEP

A VIEW behind the scenes of television is presented in the current (March 9) issue of *Saturday Evening Post* in an article entitled, "Television: Boom or Bubble?" by Alva Johnston. It is the first in a series of three on video.

Mr. Johnston predicts that the televising of the Louis-Conn fight in June will do for television what Jim Corbett did for the movies in 1894 and what Jack Dempsey did for radio in 1921. His article covers the advantages of the "immediacy" of television as contrasted with the news reels where the audience knows the outcome. The real thrill comes, he says, in not knowing what is going to happen next.

This "unexpectedness," Mr. Johnston says, is of special advantage in sports, where television is at its best. But the same quality often lends interest to dramatized programs, he points out, citing the dramatization of *Romeo and Juliet* in which "the camera remained in action too long and caught the dead Juliet roughly shoving the dead Romeo away from her."

Contrasting Two

In contrasting the television industry with Hollywood's motion picture industry, the article states that although the public pays $1,300,000,000 a year to see movies, and is not required to have a ticket for video, the lack of existing capital now in television may work to an advantage. "Poverty is recommended as a sharpener of the wits." He illustrates innumerable ingenious money-saving devices used in the television industry.

Mr. Johnston has the opinion that zoos and puppets are a great reservoir of talent, representing not only a saving for telecasters, but also a novel entertainment feature that appeals to the public.

The long time set owner is apt to be much more thrilled with the medium than the first viewer, he affirms. The electronic corporations "beg for his critical opinion on every performance. It is a form of show business in which practically every spectator is an Ashton Stevens or a George Jean Nathan."

"But the greatest terror of the industry is politics," he concludes, adding the various complications that have arisen through changes of frequency, government interference, jealousy in other media, and manufacturing holdups.

Fortune

THE HARDY perennials of U. S. daytime broadcasting — "soap operas"—are the subject of investigation by *Fortune* magazine (March issue) which decided that "something ought to be done about this excessively shabby art."

Noting that 20,000,000 U. S. women listen daily to one or more of the some 40 serials on the air, *Fortune* reported that the soap serial "is the most ubiquitous form of mass entertainment ever devised."

Pro—Con

Defenders insist, said *Fortune*, that it teaches valuable lessons in living. "And—this is the clincher—it is what the listener wants."

Its bitter critics reply, however, that "at best it is tedious bilge and at worst it is stark, revolting morbidity," said *Fortune*. Denying that the soap serial is what the housewife wants, its foes assert that she wants something better, but "listens to soap opera only because she has been conditioned by years of trash."

The serials, reported *Fortune*, take up half of CBS and NBC's daylight time, bring $30,000,000 a year in network revenue. For advertisers, serials have "two prime virtues." They are habit-forming, women tune in day after day, and they are cheap . . . money may be saved on talent.

The financial worth of serials to networks and advertisers seems to assure the retention of such programs indefinitely, said *Fortune*. Although radio is "not a private enterprise in the usual sense," the magazine said, "some radiomen seem to believe that if radio is making money it has fulfilled its function."

Fortune, pointing up broadcasters' concern with money-making, cited a New Year's statement by Harold Ryan, then president of NAB, in 1945. Mr. Ryan said: "One must consider balance sheets to measure the progress of radio. For balance sheets represent an index to the medium's effectiveness." *Fortune* concluded: "this seems some removed from the original concept of American radio . . . that the primary consideration should be the public interest."

What can be done to improve radio programming standards, elevate the quality of the serials? *Fortune* morosely decided: ". . . Not much is likely to be done very quickly unless the people insist—or the networks belatedly recall—that the air belongs to the people and ought to be used for their benefit."

NBC Recording Names Smith

MORT SMITH, engineer, has been appointed recording supervisor of NBC Hollywood Radio-Recording Division. He will oversee all night-time and week-end activities of that division.

Capt. Thomas Returns

CAPT. ROBERT E. THOMAS is on terminal leave from the Army and is to return to WJAG Norfolk, Neb., as assistant manager. He has been commanding officer of AFRS San Francisco.

FOUR MORE RADIO NEWS CLINICS SET

FOUR MORE radio news clinics, sponsored by the Council on Radio Journalism and the NAB, were announced last week by Arthur Stringer, NAB director of promotion and Council secretary.

The first is scheduled for March 22 at Hotel Roosevelt, Cedar Rapids, Iowa, for all Iowa stations. John J. Gillin Jr., general manager of WOW Omaha, and NAB District 10 director, and J. O. Maland, general manager of WHO Des Moines, and president of the Iowa Broadcasters Assn., are coordinating the Iowa clinic, with Buryl Lottridge, vice president of WOC Davenport, named as clinic chairman. William B. Quarton, general manager of WMT Cedar Rapids, is in charge of local arrangements.

Mr. Lottridge has invited, as special guests, Wilbur Schramm, director, School of Journalism, U. of Iowa; K. R. Marvin, head, Dept. of Technical Journalism, Iowa State College, Ames; Richard B. Hull, WOI Ames. Mr. Schramm is vice chairman of the Council on Radio Journalism.

First Texas clinic is scheduled for March 26 at the Rice Hotel, Houston. Martin B. Campbell, general manager of WFAA Dallas and NAB District 13 director, will supervise all Texas meetings. Mr. Campbell has named Jack McGrew, program director of KPRC Houston, as clinic chairman there. James Byron of WBAP Fort Worth will preside at a clinic in Fort Worth March 27, and Ken McClure of WOAI San Antonio, will have charge at a March 28 conference in his city.

Mr. Stringer will attend all four clinics.

Capt. W. G. H. Finch Given Legion of Merit

CAPT. W. G. H. FINCH, USNR, president of Finch Telecommunications and owner of WGHF, FM station in New York, has been awarded the Legion of Merit for his outstanding service to the country from Dec. 1, 1941 to Sept. 1, 1945 when he was head of the Counter-measures Design Section, Electronics Division, Bureau of Ships.

Citation states: "Directly in charge of research, development and design of counter-measure electronic systems, Captain Finch was personally responsible for the basic organization and effective implementing of a program which played a vital part in the successful prosecution of the war. His enthusiasm and tenacity of purpose resulted in the successful performance of a task of great magnitude and importance to the welfare of the United States."

Named Account Executive

CLARENCE G. DAVENPORT with release from AFRS, has joined The McCarty Co., Los Angeles agency, as account executive.

If you can't afford to overlook California's rich buying market, you can't afford to overlook

560 kc **KSFO** 560 kc

Universal Network's Key Station for Northern California

Mark Hopkins—San Francisco

Video

(*Continued from page 17*)

perience in operating a television station, it added, it has had extensive experience in operating a standard station in Washington.

In selecting Bamberger, the Commission gave importance to the fact that this applicant does not have a commercial television station while NBC, Du Mont and Philco are television licensees. "Where there is a choice between two applicants, one of whom has a television station and another which does not," the Commission held, "public interest is better served by granting a license to the newcomer, other factors being substantially equal . . . Under this policy, it is possible for the maximum number of qualified people to participate in television and not have it restricted to a few large interests."

The Commission added that Bamberger has selected a transmitter site which will serve the entire Washington metropolitan area, is financially qualified to construct and operate a station, and, although not a television licensee, has acquired experience in presenting television programs over WABD New York and WRGB Schenectady.

Doubt Financial Ability

In denying the application of Capital Broadcasting Co. the Commission raised serious doubts as to the applicant's financial ability to carry the station until it could make a profit. Pointing out that the company expected future earnings of $80,000 a year from WWDC and divert this amount to the station, the Commission asserted that the applicant's ability to successfully operate a television station "depends too much upon the ability of station WWDC to earn money at a higher rate than it has ever earned before."

Narrowing the choice to NBC, Du Mont and Philco, the Commission selected NBC largely on the basis of its more comprehensive network plans. Noting the importance of Washington as an origination center for a television network, the decision stated that "the effective operation of a nationwide television network will be greatly aided by network ownership of a television station in Washington.

"It should be noted," the decision continued, "that this finding is limited to television only where much developmental and experimental work remains to be done. Nothing herein said is to be construed as a finding concerning network ownership of AM or FM stations."

The Commission noted that NBC has proposed a nationwide television network and has had extensive experience in network AM operations. Philco, it pointed out, proposes an experimental relay service between Philadelphia and Washington but has no plans for a nationwide network. Du Mont, it added, plans to connect its New York station with proposed stations in Washington, Pittsburgh, Cleveland and Cincinnati but has no plans for a nationwide network.

Realize Advantages

As between Du Mont and Philco, the Commission said it realized that the former, which operates an experimental station in Washington, would be able to start operations at an earlier date but declared that this should not be a controlling factor. "The issuance of an authorization for an experimental station," it said, "is for experimental purposes only, and may not be used by the applicant as an entering wedge for securing a license for a commercial station."

In Philco's favor, the decision stated, is the superiority of its transmitter site and the value of its proposed Washington station in connection with experimentation in relaying programs between the Capital and Philadelphia.

In the interest of early establishment of television in Washington, the Commission granted NBC's request for Channel No. 4 since it has on hand equipment for this channel which cannot readily be used on any other channel. Channels No. 7 and 9 were granted to Evening Star and Bamberger, respectively, neither of whom have ordered equipment or have constructed towers. Channel No. 5 was reserved for either Du Mont or Philco. Philco has its tower already constructed and stated it has equipment on order for Channel No. 4, but the Commission declared it should be possible to readily convert this equipment.

"Shines by appointment only...you see we've started those 'spots' again on WGAC." WGAC Augusta, Ga.

GE Settlement Appears Likely; Little Change Seen in Westinghouse Strike

PICKET LINES around idle factories of Westinghouse and General Electric, where two weeks ago policemen's clubs had swung and blood had spouted, were quiet last week.

At week's end a hope rose that at least the strike against General Electric might be working toward a settlement.

GE and the United Radio, Electrical and Machine Workers of America (CIO) both announced that the company and union had agreed to enter into direct negotiations this week; and GE's president, Charles E. Wilson, was unusually optimistic. "We feel," he said, "that considerable progress is being made."

GE's management, he said, had "for several days" been in communication with U. S. mediators and union representatives "in the hope of establishing a new basis on which negotiations can be continued." Although Mr. Wilson did not say so, it was hinted by company men that GE had offered wage rises to parity with the pattern that has been established in other mass production industries.

As the union and GE seemed drawing toward eventual understanding, the other flank of the electrical strike front—Westinghouse—remained as stubbornly static as it had been since the beginning. Conferences between Westinghouse representatives and union men, under guidance of U. S. mediators, broke up without arrangements for resumption. None of the participants would say whether progress had been made or not.

On strike are 100,000 GE workers, 75,000 Westinghouse employes.

Foreign Policy Series

NEW NBC weekly series to start June 7, 11:30-12 p.m. (EST) *Tales of the Foreign Service* will be adapted for radio presentation by Allan Nevins, professor of American history, Columbia U., and John H. Lay, radio writer. Program will include correspondents of the writings of Jefferson, Monroe and Franklin and will illustrate major lines of American foreign policy used today. Show replaces current *The World's Great Novels* and will be one of the four changes made in the NBC University of the Air schedule which will be devoted to enlarge the theme of the NBC-United Nations project.

DAYLIGHT SAVINGS
WIS Presentation Backs Pending S. C. Bill

SPEARHEADING the block of South Carolina station, business and civic groups seeking enactment of a pending daylight savings time bill in the state legislature, WIS Columbia has reproduced a series of 14 posters pointing out just how beneficial daylight savings would be to the state.

According to G. Richard Shafto, general manager of WIS, the presentation proved effective in obtaining endorsements from chambers of commerce and other groups for daylight savings. The bill itself has passed the State House and will be acted upon in the Senate before adjournment later this month.

Programs

(*Continued from page 15*)

that type of government control and regulation from which our forefathers struggled to escape. In this instance just as with the issue of freedom of the press, there can be no compromise.

"Highlighting a few examples of inadequate programming, the report then proceeds to indict the entire radio broadcasting industry. Relying upon its own administrative practices, it now asserts powers far beyond those given to it by Congress and inconsistent with the constitutional limitations under which Congress acted.

"The radio broadcasters of this country fully recognize their responsibility to the American people. In a bare quarter century of existence this industry has accomplished incomparably more than has any other industrial or professional group in a similar period of time in development of its standards of performance. An honest objective comparison of radio programs today with those of 10 years ago will demonstrate this fact beyond question.

"The radio broadcasters recognize frankly that they, like all other human beings and institutions, are far from perfect. Both as individual licensees and through their national association, they will continue in the future as they have in the past to improve both their programs and other phases of broadcasting.

"On the other hand the broadcasters are fully aware that they are the champions of the people in resisting both direct and indirect encroachments of government upon the freedom of speech. Encroachments which in their inception may seem innocuous to many people—and which perhaps may seem justified in the light of isolated instances of bad taste or poor judgment—nevertheless strike at the very heart of our system of broadcasting and constitute bold steps toward government domination which may eventually deprive us of fundamental rights."

Army-Navy Game 'Monopoly' Is Hit

Rep. Chelf Sends Letter Of Denunciation To Schools

"EXCLUSIVITY" as practiced by the networks had the spotlight turned on it last week by a letter written by Rep. Frank L. Chelf (D-Ky.) to the Naval Academy and West Point condemning the selling of "exclusive rights to NBC for the coverage of the Army and Navy football games."

"I further feel," wrote the Representative, himself an Army veteran, "that the broadcasting of the Army and Navy game should be looked upon and dealt with as a matter of 'public policy' wherein and whereby the paramount interest of the public should be considered rather than any one certain system. In the interest of the general public, this game should be available through every known and existing radio broadcasting system and facility."

'Monopoly'

The letter was dated March 6. No answer had been received by Friday. Rep. Chelf told BROADCASTING that he felt the method of presentation was "a monopoly that should be protested." He cited, as he also set forth in his letter, the fact that out of 14 Kentucky stations, only one "has a direct tie-up" with NBC (WAVE). Consequently many Kentuckians had complained of not being able to hear the game.

CBS and Mutual expressed the opinion that the games did not warrant four-network coverage. ABC had protested the arrangement, with no results. NBC refused to comment, as did the War Dept., which said that the radio facilities for the games were handled by the Naval Academy and West Point.

Robert Kintner, ABC vice president in charge of public relations and related activities, told BROADCASTING that following last year's Army-Navy game, which had been broadcast commercially exclusively on NBC, ABC had written to the Secretary of War protesting against the exclusive commercial sale of the broadcast rights to the game to any single network.

ABC did not protest against the sale of the broadcast to a sponsor, Mr. Kintner said, but only the exclusive angle, arguing that since the two institutions involved are publicly supported, their broadcast should be available for sponsorship on all networks on a non-exclusive basis. The War Dept.'s reply, Mr. Kintner said, was that it considered it has the right to sell the broadcasting rights on an exclusive basis.

CBS Statement

"No part of the country should be denied coverage of the Army-Navy game," said Frank Stanton, CBS president, but added that aside from that provision there is no reason that it should be broadcast by all four networks. He said that if an advertiser were to attempt to sponsor a broadcast of the game in one part of the country only, some provision should be made so that it could be heard in the rest of the U. S., but that there would seem to be no objection to an advertiser sponsoring the broadcast on a single network if that network provides nationwide coverage.

In a statement especially written for BROADCASTING, Abe Schechter, Mutual's director of news and special events, declared:

"I am still a firm believer that only matters of transcendent importance such as a Presidential speech should be carried on multiple networks. As for the Army and Navy game I think that anyone who wants to hear the game can hear it whether it is on one or more networks but that the right to carry the game should be put on an equal basis so that all networks can at least try to get the game.

"Naturally one must be selected but it should not be dropped into one network's lap without the others having a chance to show their wares or merits in carrying it. This, of course, I am referring to in the case of an Army-Navy game, which institutes are owned by the public, and not by individuals who, of course, have a right to negotiate as they please."

Lifting Phoebe

EXPLOITS of Allen La Fever, New Jersey farm boy, who has been lifting Phoebe, Borden Co.'s prize Jersey calf, for 180 consecutive days, were told on the floor of the U. S. Senate by Sen. Albert W. Hawkes (R-N. J.). Sen. Hawkes told about Allen's weekly appearance on the Borden Co. *County Fair* broadcast on CBS each Saturday where he lifts Phoebe and collects $10 a pound for each that she has gained during the week.

WIND SALE GIVEN APPROVAL OF FCC

SALE of 42% interest in WIND Chicago by Ralph L. Atlass, members of his family and others to John S. Knight's *Chicago Daily News* [BROADCASTING, Feb. 4] was consummated last week following approval by an FCC board composed of Acting Chairman Charles R. Denny and Commissioners Paul A. Walker, and E. K. Jett.

Sales price was $1,641.20 per share for 499 shares—$818,958.80—plus 3% per year of sales price from closing date to Dec. 16, 1946. The Commission's approval gives Publisher Knight his second radio interest; he bought half-interest in WQAM Miami last October. Mr. Knight also publishes *Miami Herald*, *Akron Beacon-Journal*, and *Detroit News*.

Of the 499 shares of WIND stock transferred, 357 are owned by Mr. Atlass, manager of the station and principal stockholder in WLOL Minneapolis. Others being sold include 55 held by his son, Ralph Lewis; 32 by his daughter, Pauline Marie; 33 by John T. Carey, WIND sales manager; 20 by Mrs. Mabel Walker Willebrandt, Washington attorney and former Assistant Attorney General; and one each by Miss Lou Wittal, Mr. Atlass' secretary, and Milton Dreyfus.

Representatives of Pierson & Ball, Washington attorneys for the sellers, said Friday the transaction had been completed and that Ralph Atlass would remain as manager of WIND for "at least two years at the option of the purchaser." The applicants, contending that FCC consent was not needed for transfer of less than control, had agreed that either party might cancel the contract unless FCC acted by March 1. The attorneys explained that, although it was not announced until March 4, FCC actually acted on the transfer on Feb. 28, before the "deadline."

Not affected by the transaction are 38% interest held by Philip K. Wrigley, chewing gum manufacturer, and the 20% holdings of H. Leslie Atlass, brother of Ralph and general manager of WBBM Chicago.

Daylight Saving Plea Before Chicago Group

CHICAGO Radio Management Club and network and radio station executives last week were notified by the Chicago City Council that its request submitted last September to change city's daylight saving ordinance, would be presented at public hearing before Judiciary and State Legislative Committee.

Amendment to city's time ruling would provide that daylight saving time in Chicago would end on the last Sunday in September. Present regulations prolong daylight savings time one month longer than rest of the nation. Harlow Roberts, president of the CRMC and a committee which appeared before Mayor Kelly last September repeated their arguments in favor of putting Chicago in line with New York when daylight savings time goes into effect.

W. R. Ennell

SAYS...

PERFORMANCE COUNTS...

Some people pick horses by name, some by superstition, but those "in the know" bet on performance.

Performance is the most important factor in radio advertising too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.

WRNL 5000 WATTS

RICHMOND, VA.

NIGHT & DAY

910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

duPont

(*Continued from page 17*)

dealing with problems of democracy.

Specific programs upon which KDKA's award was based included: *The School of the Air*, 15 minutes daily, fed to all Pittsburg schools; *Youth Looks at the News*, a quarter hour Saturday feature in which two school children discuss the week's news with a station commentator; *Starlets on Parade*, a weekly half hour Saturday production featuring young performers; a Sunday afternoon public service half-hour feature which has had numerous title designations but has been devoted to the service of veterans, charitable organizations, etc.; and *Adventures in Research*, a 15 minute weekly (Saturday) program produced in cooperation with Westinghouse Electric Corp.

It was understood likewise that KDKA's award covered presentations on its regular day-to-day public service programming as well as these special features. Joseph E. Baudino, general manager of the station, attended the New York duPont dinner.

The awards, established four years ago in a permanent trust fund originating from the estate of the late famed financier and philanthropist, are given by Mrs. duPont, his widow, in memory of her husband, who was a keen radio listener.

Awards committee comprises Dr. Francis P. Gaines, president of Washington & Lee U., chairman; Rt. Rev. Henry St. George Tucker, presiding Bishop of the Episcopal Church; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; M. H. Aylesworth, first president of NBC, and Mrs. duPont, widow of the financier. William H. Goodman, Florida banker, is secretary of the Awards Foundation.

It was understood that this year each of the judges had polled other leaders in his special field for their choices of stations and commentators for the awards. Although the poll was by no means binding, it was said, the judges took their constituents' suggestions into consideration in arriving at their own decisions.

Previous winners of the duPont awards have been: 1944, WJR Detroit, WTAG Worcester, Mass., and H. V. Kaltenborn, NBC commentator; 1943, WLW Cincinnati, WMAZ Macon, and Raymond Swing; 1942, KGEI San Francisco (shortwave station then operated by GE), and Fulton Lewis jr.

Fifteen New AM Stations Authorized

Two Daytime Outlets Granted by FCC on 830, 840 kc

FIFTEEN new standard broadcast stations, three for daytime-only operation on U. S. clear channels, were authorized by the FCC Thursday and Friday. The grants represent initial investments totaling $334,659.

Following up its policy of assigning daytime stations to U. S. Class I-A clears where it will not tend to prejudice the final decision in the clear channel proceedings [BROADCASTING, Feb. 11, March 4], the Commission granted new 1-kw daytime outlets on 830 and 840 kc, the former to be located in High Point, N. C. and the latter in New Britain, Conn.

As in previous cases, the allocations to I-A channels were made for stations sufficiently distant—but not too distant—from the dominant outlets, so the move may not be interpreted as a step toward clear channel breakdown. Grant of new daytime stations "too distant" from the dominant stations, FCC spokesmen explained, might be considered "a foot in the door." Dominant station on 830 kc is WCCO Minneapolis; on 840 kc, WHAS Louisville.

Other Grants

The Commission also granted authority for a 250-w daytime outlet on 680 kc, U. S. Class I-B clear; 1-kw daytime stations on 900 kc, Mexican I-A, and 1110 kc, Mexican I-B; and a 250-w fulltime station on 1560 kc, Cuban I-B.

The 830 kc daytime assignment, with 1 kw, went to High Point (N. C.) Enterprise Inc., publisher of the *High Point Enterprise*. The firm is headed by R. B. Terry (49.2%), owner of a furniture manufacturing company, president of an underwear manufacturing firm, and associated with various other enterprises in the High Point area. Other stockholders include D. A. Rawley (25.8%), secretary-treasurer; Mrs. J. P. Rawley (24.2%), and Mrs. R. B. Terry (0.8%). Installation of the station was expected to cost $38,500.

New Britain Broadcasting Co. was granted the 1-kw daytime assignment on 840 kc, for a station in New Britain to cost $25,275. Julian Gross, owner of Julian Gross Adv., Hartford, Conn., is president and owns 46% of stock. Similar interest is held by Treasurer Chester Bland, part owner and general manager of Bland Precision Products Co., Hartford. Remaining interest is divided among several stockholders.

Two in Reno

Two new fulltime stations were authorized for Reno, Nev. One was granted Reno Broadcasting Co., to operate on 920 kc with 1 kw, using directional antenna at night. The other went to Sierra Broadcasting Co., to use 1340 kc with 250 w.

David McKay, account executive of KJBS San Francisco, is president and owns two-thirds interest in Reno Broadcasting Co. H. Q. Joucken, owner of a San Francisco bakery, owns the remaining stock and is secretary. Cost of station was estimated at $24,250.

Sierra Broadcasting Co. is owned equally by Dr. Dana D. Little, former Reno physician now engaged in general surgery in Los Angeles, and R. K. Wittenberg, Reno attorney. They expect the station to cost $10,300.

J. E. Rodman, owner of KFRE Fresno, Calif., was awarded a construction permit for a new fulltime station at Bakersfield, Calif., on 1230 kc with 250 w. Cost was reported at $8,300. Similar facilities were assigned to Leslie Henry Hacker, manager of KVEC San Luis Obispo, Calif., for a station at Paso Robles, Calif., expected to cost $9,154.

Bremerton Broadcast Co. was authorized to use 1490 kc for a new 250-w fulltime station at Bremerton. Bruce Bartley, Seattle attorney and businessman, owns 95% interest, with F. L. Pruitt, Bremerton real estate and insurance man, owning 5%. It was estimated $15,700 would be spent in setting up the station.

Monroe Broadcasting Co. was granted a CP for a daytime station at Rochester, N. Y. on 680 kc, U. S. Class I-B clear channel, with 250 w. Owners include the following associates in Genesee Brewing Co., Rochester: George B. Kelly (16%), president; Thomas H. Nagle (16%); Robert G. and John I. Whele (17% each); Louis A. Whele (18%); Donald A. Bailey, Rochester postmaster (16%). They expect the outlet to cost $24,000.

Four veterans of World War II —N. Joe, Sam G., Farris E. and Dean F. Rahall—are equal owners of Rahall Broadcasting Co., which was granted a new station at Beckley, W. Va., on 1450 kc with 250 w unlimited time. N. Joe and Sam G. Rahall have been engaged in the clothing business; Farris E. and Dean F. Rahall are engineers. Cost of their station was estimated at $13,800.

Midwest Stations

Missouri Valley Broadcasting Corp. was authorized to use 1230 kc for a new station at St. Joseph, Mo., with 250 w fulltime. The firm is owned equally by Basil L. Kaufmann, attorney; Joseph Epstein, president of Missouri Iron & Metal Co., and Arthur Shanin, pharmacy owner. Cost was estimated at $22,820.

Washita Valley Broadcasting Corp. was granted a fulltime station at Chickasha, Okla., to operate with 250 w on 1560 kc, Cuban I-B clear channel. Installation of the station was estimated at $8,018. Principal stockholders (49.1% each) are President George C. Robinson Jr., war veteran, former plant engineer of KRLD Dallas, and James B. Quattlebaum, treasurer, a junior bank examiner with Federal Deposit Insurance Corp.

Wayne M. Nelson, owner of WEGO Concord, N. C., was authorized to build a station at Rockingham, N. C., operating on 900 kc, Mexican I-A clear channel, with 1 kw, daytime only. Cost was estimated at $14,550.

Friday Grants

Friday's grants included assignment of 1110 kc to Bay City Broadcasting Co. for a new 1-kw daytime station at Bay City, Tex., to be built at a cost estimated at $30,592. The licensee is owned by T. C. Dodd, who is engaged in the cattle business among other interests, and J. A. Clements, formerly with KPAC Port Arthur, Tex., now with Addressograph-Multigraph Corp., Houston.

Regional assignments went to Peoples Broadcasting Co. for a new 1-kw daytime station on 1320 kc at Lancaster, Pa., and to Lebanon Broadcasting Co. for a similar station on 1270 kc at Lebanon, Pa.

The Lancaster firm is principally owned by F. H. Altdoerffer, who owns majority interest in Lancaster Electric Supply Co., and members of his family. Station's cost was estimated at $64,350. The Lebanon firm is composed of Lester P. Etter, a war veteran, associated with Lebanon News Agency, and H. Raymond Stadiem, of a Lebanon department store. They estimated their station would cost $25,050.

Nason to Honig-Cooper Co.

THOMAS H. NASON, released from the Navy, has returned to Honig-Cooper Co., San Francisco, as production manager. Robert A. Haumesser, formerly of J. Walter Thompson Co., Chicago, has joined agency's staff as copy writer.

Plug Via KALL

GLORIA LUCILE CONNOR, 16, daughter of Richard F. Connor, manager of KNAK Salt Lake City, participated in a spelling bee conducted by KALL that city, on stage of local theatre and as winning contestant was awarded a $200 fox fur coat. When asked where she came from and who she was, Gloria Lucile gave plug for her father and call letters of his station.

TOP DAY PROGRAMS ANNOUNCED BY CAB

FOR THE THIRD month, *Breakfast in Hollywood* has been radio's most popular weekday daytime program, according to the March 5 report of the Cooperative Analysis of Broadcasting which rates the 11:15-11:30 period of this show at 9.1 and the 11-11:15 part at 7.7.

Other leading programs with their CAB ratings are *Pepper Young's Family*, 7.1; *Breakfast Club* (9:30), 6.9; *Big Sister*, 6.8; *Ma Perkins* (CBS), 6.8; *Kate Smith Speaks*, 6.7; *Breakfast Club* (9:45), 6.4; *Ma Perkins* (NBC), 6.3; *Our Gal Sunday*, 6.3; *Lorenzo Jones*, 6.3; *Romance of Helen Trent*, 6.3; *Right to Happiness*, 6.1; *Portia Faces Life*, 5.9; *Backstage Wife*, 5.7; *Stella Dallas*, 5.7.

Leading weekend daytime programs according to the CAB are *One Man's Family*, 9.4; *Sheaffer Parade*, 8.4; *Gene Autry Show*, 8.0; *Stars Over Hollywood*, 7.9; *Westinghouse Program*, 7.7.

Afternoon listening, CAB reports, remained at the same high level with an average sets-in-use percent of 15.8 as two weeks before, an increase of 0.5 from a year ago. Morning listening was 15.2, same as two weeks ago and 0.6 more than a year ago. Average daytime popularity rating for 112 network programs reported on was 4.6, same as two weeks ago, but down 0.1 from a year ago.

Espionage Charge

E. W. MAZERALL, one of four Canadians charged at Ottawa on March 4 with giving confidential information to Russia, went to Ottawa from Dalhousie U., Halifax, early in the war to join the engineering staff of CBO Ottawa. He was loaned by CBC to the government's National Research Council to help work on the research and development of radar and was employed at the council's radio branch field station on the outskirts of Ottawa when detained for questioning in the current espionage investigation.

Hoskins Is Appointed

CECIL B. HOSKINS, chief engineer of WWNC Asheville, N. C., for 16 years, has been appointed assistant to Don S. Elias, executive director of the station.

KFI Seeks to Keep Cuba Off 640 kc

Jett Discounts Claims Of Great Interference To L.A. Station

PETITION asking the United States to enter into a bilateral agreement with Cuba whereby that nation will not use 640 kc as arranged under the NARBA Interim Agreement [BROADCASTING, March 4], was filed last week with FCC Commissioner E. K. Jett, chairman of the U. S. delgation at the Second North American Regional Broadcasting Conference, by W. B. Ryan, general manager of KFI Los Angeles.

Mr. Jett was noncommittal. So were State Dept. officials, but unofficially it was learned that the State Dept. likely will not act on the petition, taking the position that the Interim Agreement represented the best efforts of this country to maintain Pan American solidarity.

Considered significant in some quarters was announcement last Friday of formation of the United States Cuban Sugar Council by a group of sugar companies owning or operating properties in Cuba. David M. Keiser, Council chairman, president of the Cuban American Sugar Co., and an executive of other sugar enterprises, said the primary objective of the new organization is to "assure a continuing supply of sugar for the American consumer at a reasonable price by maintaining an adequate flow of Cuban sugar into the United States market," and to "demonstrate the value of a close relationship between the U. S. and Cuba in promoting trade between the two countries."

Announcement of the Sugar Council came less than a fortnight after the NARBA Interim Agreement was signed.

Interference Charged

Mr. Ryan's petition charged that Cuban interference on 640 kc would be much greater than that of ZNS Nassau, the Bahamas, but the U. S. delegation, which negotiated the Interim Agreement, felt that Cuba's interference was limited to such a degree that KFI would feel little, if any, ill effects of the 640 kc assignment to Havana.

Mr. Jett explained that under the proposed engineering agreed to by Cuba, interference from a Havana station operating on 25 kw would be less than that of ZNS Nassau, now using 5 kw non-directional. The interfering signal of the Havana station shall not exceed 25 microvolts 10% of the time at night at the present 400 microvolt contour of KFI. That, in effect, would reduce the Cuban signal in the direction of KFI to something like 1 kw, according to engineers.

Mr. Ryan pointed out that ZNS actually signed off at 10 p.m., EWT, making it 6 p.m. Los Angeles standard time, long before nighttime interference began. The Cuban station will operate unlimited time. The KFI general manager said he had been advised that the over-water signal from Havana would be about four times as strong as it would be entirely over land.

Despite limitation of interference, the Interim Agreement "still permits Cuba to transmit a sufficiently strong signal in the direction of Los Angeles to cause interference up to points 100 miles or less from Los Angeles," said the petition. "This is on the assumption that Cuba will perform her obligations. If it does not, the interference will be very much worse."

Mr. Ryan concluded that once a concession is allowed to go into effect, "the damage is never undone and it becomes a dangerous precedent for similar demands and actions on the part of other countries."

Meanwhile, both State Dept. and FCC are directing their attentions toward drafting tentative proposals for a new NARBA. These proposals must be filed with the Inter-American Regional Office in Havana no later than Oct. 1. On the other hand, it is generally accepted that the U. S. cannot formulate its proposal until after the FCC decides the clear channel issue.

KMTR Acquires KFWB Participation Show; Invites Sponsors to Continue

UNDER seven-year contract, daily 60-minute recorded musical *Make Believe Ballroom*, carrying participating sponsorships and originating from KFWB Hollywood for more than a decade, was to shift to KMTR Hollywood with March 11 broadcasts.

Agreement provides $1,690,000 fee over contracted time for Al Jarvis, originator and m.c. of recorded series, and his partner, Peter Potter. They also will handle other KMTR programs, including weekly 60-minute *Can You Tie That*. Sponsors were notified of station change and given option to continue sponsorship under new set-up.

KMTR has budgeted $20,000 to advertise and promote the *Make Believe Ballroom*.

Tie-in With 'News'

KMTR also has tie-in with *Los Angeles Daily News*, and plans 18 newscasts daily. With Fred Henry appointed news editor, station has added staff of seven rewrite men and newscasters. James McNamara will conduct nightly quarter-hour *Radio News Reel Roundup*.

Acme Brewing Co. and Signal Oil Co., starting March 29, will jointly sponsor all home games of Los Angeles Angels and Hollywood Stars on KMTR. Contracts for 26 weeks were placed through Brisacher, Van Norden & Staff, and Barton A. Stebbins Adv., respectively. Acme Brewing Co. also will sponsor weekly Olympic Auditorium fights on that station.

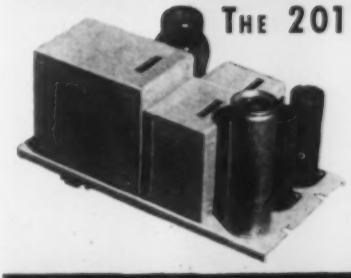
Carrying out policy established at KYA San Francisco, KMTR, under same management, will devote approximately 20% of time to public service programs, Don Feddersen, general manager, said.

U.S.-BBC Forums

SPECIAL series of *Junior Town Meetings of the Air*, featuring young people of the U. S. and Great Britain in six transatlantic broadcasts March 19 to May 3, will be made through the collaboration of BBC with Junior Town Meeting League, the Boards of Education and radio stations in six cities. Dates of broadcasts and stations follow: March 19, WTOL Toledo; April 2, WGAR Cleveland; April 9, KRNT Des Moines; April 14, WHEC Rochester; April 23, WBAL Baltimore; May 3, WOSU Columbus, Ohio.

Worthy of an Engineer's Careful Consideration

THE 201 SERIES RECTIFIERS



The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W 65 St 23 | SAN FRANCISCO 1050 Howard St 3 | LOS ANGELES 1000 N. Seward St 38

ACTIONS OF THE FCC

MARCH 1 to MARCH 7

Decisions . . .

MARCH 4

WIBG Glenside, Pa.—Adopted memorandum opinion granting application for license to cover CP as modified and associated application for authority to determine operating power by direct measurement of antenna power, subject to further order as may be necessary to insure compliance with NARBA.

WIND Chicago—Adopted order granting consent to transfer of control from Ralph L. Atlass et al to The Chicago Daily News Inc.

MARCH 5

Actions on Motions
By Comr. Denny

The Torrington Bcstg. Co., Torrington, Conn.—Granted petition to amend application for CP so as to show transfer of the majority stock from Joseph R. Schifini to his son, Gerardo T. Schefini, and his son-in-law, Jos. A. Chiccaglione, and the amendment was accepted (action taken Feb. 26).

KROW Oakland, Calif.—Granted petition requesting amend application so as to remove Philip G. Lasky as a stockholder in the applicant corporation, etc., and the amendment was accepted (action taken Feb. 26).

By Comr. Walker

WJPS Evansville, Ind.—Granted petition requesting amend application for CP so as to specify power 5 kw day 1 kw night, change location of transmitter site, change specification for antenna design, etc., and the amendment was accepted (action taken Feb. 28).

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted petition requesting authority to advance date to take depositions from Feb. 28 to Feb. 27 (action taken Feb. 27).

Public Information Corp., Durham, N. C.—Granted permission for William B. Umstead, an attorney of the Bar of the Supreme Court of N. C., to appear and examine on behalf of movant the persons named in the motion filed requesting an order take depositions (action taken Feb. 27).

MARCH 5

WOV New York—Final decision announced denying application for consent to the transfer of control of Wodaam Corp. from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester.

MARCH 6

Adm. Board Actions of March 4

WJNC Jacksonville, N. C.—Granted license to cover CP for new station 1240 kc 250 w unlimited, also granted authority to determine operating power by direct measurement. License hereunder granted waiver of Sec. 3.55(b) of rules, conditions.

WMFF Plattsburg, N. Y.—Granted CP to install new transmitter.

WINS New York City—Granted modification of CP authorizing increase to 50 kw for extension of completion date to May 29, 1946. Permit granted subject to conditions of the FCC chief engineer.

WJBC Bloomington, Ill.—Granted authority to determine operating power by direct measurement of antenna power.

WMOX Meridian, Miss.—Granted modification of CP for new station for installation of new transmitter, approval of antenna, approval of transmitter location at city limits, Southeast of Meridian, and to specify studio location as Radio Center Bldg., corner 9th St. and 23rd Ave., Merdidian (action taken Feb. 25).

By Comr. Walker

WCAT Rapid City, S. D.—Granted special temporary authority to remain silent March 9-18, as instructional period will be suspended (action taken March 4).

By Comr. Wakefield

Central Ill. Radio Corp., Peoria, Ill.—Granted petition to amend application for CP so as to change directional antenna design, etc.; amendment accepted (action taken March 5).

Central Bcstg. Co., Madison, Wis.—Granted petition to amend application so as to change name to Radio Wisconsin Inc.; also to include new financial statements, etc.; amendment accepted (action taken March 5).

Sandusky Bcstg. Co., Sandusky, Ohio—Granted motion to amend application so as to show sale of additional stock, change in officers and directors, changes in plan for antenna; amendment accepted (action taken March 5).

MARCH 7

900 kc

Wayne M. Nelson, Rockingham, N. C.—Granted CP new station 900 kc 1 kw daytime.

830 kc

High Point Enterprise Inc., High Point, N. C.—Granted CP new station 830 kc 1 kw daytime.

1340 kc

Sierra Bcstg. Co., Reno, Nev.—Granted CP new station 1340 kc 250 w unlimited.

920 kc

Reno Bcstg. Co., Reno, Nev.—Granted CP new station 920 kc 1 kw unlimited time, DA night.

1230 kc

KVEC San Luis Obispo, Calif.—Granted CP change in operation of station KVEC from 1230 kc 250 w unlimited to 920 kc 500 w night, 1 kw-LS, unlimited.

1230 kc

J. E. Rodman, Bakersfield, Calif.—Granted CP new station 1230 kc 250 w unlimited.

1230 kc

Leslie Henry Hacker, Paso Robles, Calif.—Granted CP new station 1230 kc 250 w unlimited.

1240 kc

Howard W. Davis tr/as The Walmac Co., Austin, Tex.—Designated for hearing application for a new station to operate on 1240 kc 250 w unlimited.

1400 kc

Gilbert H. Kaynor and Howard W. Kaynor, co-partners d/b as Kittitas Valley Bcstg. Station, Ellensburg, Wash.—Granted request to delete all records relative to authorization granted Nov. 28, 1945, for a new station to operate on 1400 kc 250 w unlimited time, and canceled said authorization.

WCAM Camden—upon consideration of an offer of proof filed February 5, 1946, by Mack Radio Sales Co., Camden, N. J., intervener in the proceeding involving applications of WCAM Camden, N. J., et al, made pursuant to the Commission's order of January 16, 1946, which held in abeyance a petition of Mark Radio Sales filed December 26, 1945, requesting reopening of the record in the matter of renewal of license for WCAM pending submission by Mack Radio Sales of a detailed tender of proof of the matter to be introduced in the event of reopening of the record and a showing of the respect in which such evidence would, if proved, substantially alter the proposed decision in this cause; and upon consideration of a petition filed December 26, 1945 by WOAX Inc., Trenton, N. J., for leave to correct the record in the matter of applications of WOAX Inc. for modification and renewal of license, by including therein a trust agreement between John F. Wolff and Haroid W. Wolff, trustee, dated November 21, 1919, the Commission ordered that the application of WCAM be designated for further hearing to be held in Washington, on the following issues: (1) Whether any changes have occurred in the management and control of station WCAM since November 19, 1941; (2) whether any changes in legal relationship between WCAM and Mack Radio Sales Co. have occurred since November 19, 1941; (3) whether any of the facts adduced under the foregoing issues make it appropriate for the Commission to alter its proposed findings and decision in this proceeding.

The Commission further ordered that the petition of WOAX Inc. be granted to reopen the record in re its applications for modification and renewal of license, in Washington, D. C., for the purpose of including therein the aforesaid trust agreement dated November 21, 1919.

1490 kc

Bremerton Bcstg. Co., Bremerton, Wash.—Granted CP new station 1490 kc 250 w unlimited.

840 kc

The New Britain Bcstg. Co., New Britain, Conn.—Granted CP new station 840 kc 1 kw daytime.

680 kc

Monroe Bcstg. Co. Inc., Rochester, N. Y.—Granted CP new station 680 kc 250 w daytime.

1480 kc

KGLU Safford, Ariz.—Granted change frequency from 1450 to 1480 kc, and increase power from 250 w to 1 kw, install new transmitter and change the transmitter location; unlimited time.

1480 kc

KVOE Santa Ana, Calif.—Granted CP for change in operation from 1490 kc 250 w unlimited to 1480 kc 1 kw DA, unlimited. Conditions.

1460 kc

WHEC Rochester, N. Y.—Adopted an order granting petition (Comr. Durr for hearing) for reconsideration and grant of application to increase power from 500 w night 1 kw-LS to 5 kw on 1460 kc, unlimited time, DA; ordered that said petition be granted subject to the condition that applicant shall make satisfactory adjustment of any adverse effect on the WSAY antenna system and adjustment of any cross modulation problems, and subject to approval by the CAA of the proposed antenna site.

930 kc

WRRF Washington, N. C.—Granted CP increase power from 1 to 5 kw, daytime only, on the frequency 930 kc.

1450 kc

Rahall Bcstg. Co. Inc., Beckley, W. Va.—Granted CP new station 1450 kc 250 w unlimited.

1230 kc

Missouri Valley Bcstg. Corp., St. Joseph, Mo.—Granted CP new station 1230 kc 250 w unlimited.

1560 kc

Washita Valley Bcstg. Corp., Chickasha, Okla.—Granted CP new station 1560 kc 250 w unlimited.

W6XYZ Los Angeles, Calif.—Granted CP to change transmitter site of experimental television station from Los Angeles to Pasadena, Calif.

W6XLA Los Angeles, Calif.—Granted CP to change frequency of relay experimental television station from Ch. 11 and 12 to frequency that may be assigned by the Commission's Chief Engineer from time to time; add aural transmitter with special emission for FM, 50 w and change type of visual transmitter from RL-210-L to REL-2V.

Proposed Decision re Washington Television Assignments:

Bamberger Bcstg. Service Inc.; The Evening Star Bcstg. Co.; National Bcstg. Co.—Proposed station grants.

Capital Bcstg. Co.—Proposed to deny

Philco Products Inc.; Allen B. DuMont Labs.—Decision deferred until after oral hearing.

(See story on page 17).

Applications . . .

MARCH 1

Berks Broadcasting Co., Reading, Pa.—CP new metropolitan FM station on frequency to be determined by FCC, chief engineer and coverage to be determined.

610 kc

WHKC Columbus, Ohio—CP increase from 1 kw to 5 kw, install new transmitter and make changes in directional antenna for night use.

1490 kc

WJBK Detroit—CP install new vertical antenna and mount FM antenna on top, change transmitter location.

1400 kc

Carroll-Grayson Bcstg. Corp., Galax, Va.—CP new station 1400 kc 250 w unlimited.

1340 kc

WNCA Asheville, N. C.—Modification of CP for changes in type of transmitter, approval of antenna, transmitter and studio locations.

1490 kc

Mary C. Hamilton (Mrs. G. W.), William B. Davies, Fielding H. Atchley and Robert E. McCallum Jr., d/b as Hub City Bcstg. Co., Jackson, Tenn.—CP new station 1490 kc 250 w unlimited.

1490 kc

Charles Wilbur Lamar Jr., Houma, La.—CP new station 1490 kc 250 w unlimited.

1540 kc

East-West Bcstg. Co., a partnership composed of John C. Griffith, James H. Lawson Jr., James G. Ulmer, James G. Ulmer Jr., M. Ward Bailey and T. S. Christopher, Fort Worth, Tex.—CP new station 1540 kc 250 w unlimited.

790 kc

Northern States Bcstg. Co., Fargo, N. D.—CP new station 790 kc 5 kw unlimited, using directional antenna at night.

1490 kc

R. E. Northcutt, W. L. Gillmor and W. C. Turner, a partnership, d/b as General Bcstg. Co., Independence, Mo.—CP new station 1490 kc 250 w unlimited (Call "KTNA" reserved).

1240 kc

Radio and Television Bcstg. Co. of Idaho, Pocatello, Ida.—CP new station 1240 kc 250 w unlimited.

Applications Tendered for Filing:

1340 kc

WNBH New Bedford, Mass.—CP change from 1340 kc to 550 kc, increase from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter site.

1340 kc

WOCB West Yarmouth, Mass.—CP change from 1240 kc to 1340 kc (contingent upon grant of WNBH to change from 1340 to 550 kc).

1340 kc

P. B. Huff, d/b as The Hazard Bcstg. System, Hazard, Ky.—CP new station 1340 kc 250 w unlimited.

1490 kc

James R. Doss Jr., Bessemer, Ala.—CP new station 1490 kc 250 w unlimited.

1450 kc

James R. Doss Jr., Huntsville, Ala.—CP new station 1450 kc 250 w unlimited.

1450 kc

Frederic LeMieux III, Claude S. Maenza & Edna Capo LeMieux, d/b as Gulf States Bcstg. Co., Crowley, La.—CP new station 1450 kc 250 w unlimited.

1320 kc

Plains Empire Bcstg. Co., Amarillo, Tex.—CP new station 1320 kc 500 w night and 1 kw daytime unlimited hours, using directional antenna at night.

MARCH 4

1340 kc

Twin City Bcstg. Co. Inc., Augusta, Me.—CP new station 1340 kc 250 w unlimited.

1050 kc

Tri-Suburban Bcstg. Corp., Silver Spring, Md.—CP new station 1050 kc 1 kw daytime.

1050 kc

Northern Ky. Airwaves Corp., Covington, Ky.—CP new station 1050 kc 250 w daytime.

930 kc

WLAV Grand Rapids, Mich.—CP change from 1340 kc to 930 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna night, change transmitter location.

640 kc

WHK Cleveland—CP change from 1420 kc to 640 kc, increase from 5 kw with directional antenna night to 50 kw, in-

THE *Fred. A. Palmer* CO.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS
on
MANAGEMENT
and
OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

stall new transmitter and directional antenna for day and night, change transmitter location (contingent on grant of WHKK).

1420 kc

WHKK Akron—CP change from 640 kc to 1420 kc, increase from 1 kw with directional antenna to 5 kw, change hours from limited to unlimited, install new transmitter and directional antenna for day and night use, change transmitter location (contingent on grant of WHK).

Community Bcstg. Co., Toledo—CP new metropolitan FM station, channel 260, coverage 14,300 sq. mi.

Miners Bcstg. Service, Pottsville, Pa.—Amended application for CP new metropolitan FM station to add names of Evan Evans, Patrick McCall, James Koch and James J. Curran to applicant.

1230 kc

The Altus Bcstg. Co., Altus, Okla.—CP new station 1230 kc 250 w unlimited.

940 kc

WBBB Burlington, N. C.—CP change from 920 kc to 940 kc, change operation from daytime to unlimited with 1 kw and install directional antenna for night.

570 kc

KLCN Blytheville, Ark.—CP change from 900 kc to 570 kc, change power from 1 kw to 500 w night and 1 kw day, change operation from daytime to unlimited, install directional antenna for night use, change studio and transmitter locations.

1050 kc

Lee Bcstg. Corp., Sanford, N. C.—CP new station 1050 kc 1 kw daytime.

1340 kc

Kentucky Lake Bcstg. System Inc., Paris, Tenn.—CP new station 1340 kc 250 w unlimited.

1300 kc

Volunteer State Bcstg. Co. Inc., Nashville—CP new station 1300 kc 5 kw unlimited with directional antenna night.

930 kc

WOLS Florence, S. C.—CP change from 1230 kc to 930 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for night, change transmitter location.

Hazelwood Inc., Orlando, Fla.—CP new metropolitan FM station to cover 1,343 sq. mi.

KMMJ Grand Island, Neb.—CP increase from 1 kw limited time to 10 kw unlimited.

1450 kc

Sun Country Bcstg. Co., Phoenix, Ariz.—CP new station 1450 kc 250 w unlimited.

1340 kc

Edward J. Jansen and Jessica L. Longston, d/b as Livingston Broadcasters, Livingston, Mont.—CP new station 1340 kc 250 w unlimited.

Southern Oregon Bcstg. Co., Grants Pass, Ore.—CP new metropolitan-rural FM station.

Applications Received:

Courier-Times Inc., New Castle, Ind.—CP new community FM station on channel 286.

Gary Bcstg. Corp., Gary, Ind.—CP new community FM station to cover 1,734 sq. mi.

Applications Tendered for Filing:

1490 kc

The Huntsville Times Co. Inc., Huntsville, Ala.—CP new station 1490 kc 250 w unlimited.

1230 kc

Dickinson Radio Assn., Dickinson, N. D.—CP new station 1230 kc 250 w unlimited.

1400 kc

Robert L. Weeks, Red Bluff, Calif.—CP new station 1400 kc 250 w unlimited.

850 kc

California-Nevada Bcstg. Co., partnership of Hubert Q. Joucken and David McKay, Vallejo, Calif.—CP new station 850 kc 250 w daytime operation.

MARCH 5

550 kc

Maui Publishing Co., Ltd., Wailuku, T. H.—CP new station 550 kc 1 kw unlimited (Call KMVI reserved).

WTBO Cumberland, Md.—License to cover CP which authorized changes in transmitting equipment.

The New Britain Bcstg. Co., New Britain, Conn.—CP new metropolitan FM station on ±98.0 mc and coverage 11,500 sq. mi.

1340 kc

Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenborn & William P. Wilson, a partnership d/b as Williamsport Radio Bcstg. Associates, Williamsport, Pa.—CP new station 1340 kc 250 w unlimited.

1230 kc

Southwest Bcstg. Co., partnership composed of William Calvin Montgomery, Charles E. Jones, James A. Clements, John W. Newman & Richard J. Higgins, Eastland, Tex.—CP new station 1230 kc 250 w unlimited.

WAGC Chattanooga, Tenn.—License to cover CP new station; authority to determine operating power by direct measurement of antenna power.

1320 kc

Plains Empire Bcstg. Co., Amarillo, Tex.—CP new station 1320 kc 500 w night 1 kw day, directional antenna night, unlimited operation.

940 kc

KUOM Minneapolis—CP change from 770 to 940 kc, power from 5 kw day to 250 w night and 5 kw daytime, unlimited hours of operation (daytime hours S-WCAL).

KSMA Santa Maria, Calif.—License to cover CP for new station; authority to determine operating power by direct measurement of antenna power.

1590 kc

Walter L. Edwards, Porterville, Calif.—CP new station 1590 kc 1 kw unlimited.

1490 kc

Copper City Radio Co., Butte, Mont.—Amend application for CP new station 1230 kc 250 w unlimited, to change frequency to 1490 kc.

Applications Tendered for Filing:

WCNH Concord, N. H.—Modification of CP to change location from site to be determined at Concord to Manchester, N. H.

1450 kc

Gonzales Bcstg. Co., partnership of Lawrence M. Walshak & Frank Wilson Jr., Gonzales, Tex.—CP new station 1450 kc 250 w unlimited.

James W. Gilford, Phoenix, Ariz.—CP new station on frequency to be determined, 250 w unlimited.

MARCH 6

1090 kc

The Templeton Radio Mfg. Corp., Boston, Mass.—Amend application for new station 1450 kc 250 w unlimited (with 250 w satellite stations at Brockton, Quincy and Saugus, Mass., and 100 w satellite station at Belmont, Mass.), to change frequency from 1450 kc to 1090 kc, power from 250 w to 1 kw, hours from unlimited to daytime, specify type of transmitter, change transmitter location from East Boston to Malden, Mass., and to omit request for four satellite stations.

The Argus-Press Co., Owosso, Mich.—CP new community FM station on frequency as assigned by FCC and coverage 1,937 sq. mi.

1340 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—CP new station 1340 kc 250 w unlimited (contingent on grant of WLAK).

1490 kc

John Raymond Bartlett, tr/as Radio South, Quitman, Ga.—CP new station 1490 kc unlimited.

KTIS Odessa, Tex.—Modification of CP for new station to change type of transmitter and type of towers and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

WMFT Florence, Ala.—Modification of CP for new station to make change in transmitting equipment, approval of antenna and approval of transmitter and studio locations.

George T. Morris and J. Newton Thompson, d/b as Dublin Bcstg. Co., Dublin, Ga.—Amend application for CP new rural FM station 48.9 mc with coverage 5,000 sq. mi. to change name from George T. Morris, Wilmer D. Lanier & J. Newton Thompson d/b as Dublin Bcstg. Co. to George T. Morris and J. Newton Thompson, d/b as Dublin Bcstg. Co., change frequency from 48.9 mc to channel 228 or as assigned by FCC, coverage from 5,000 sq. mi. to 3,690 sq. mi., specify population and class of station as rural, change type of transmitter.

WIBW Topeka, Kan.—CP to mount FM antenna on top of No. 1 element of directional antenna system.

KMO Tacoma, Wash.—Authority to make changes in automatic frequency control equipment.

The Everett Bcstg. Co., Everett, Wash.—CP new metropolitan FM station on frequency and coverage to be assigned by FCC.

Application Received and Returned:

WHBB Selma, Ala.—CP increase from 100 w to 250 w, install new transmitter.

Application Tendered for Filing:

A. Dwight Newton & W. H. Wood, copartners d/b as San Joaquin Bcstg. Co., Stockton, Calif.—CP new station 1420 kc 1 kw directional antenna unlimited hours.

MARCH 7

1340 kc

Mario Acosta, Mayaguez, P. R.—CP new station 1340 kc 250 w unlimited.

570 kc

Metropolitan Bcstg. Corp., Washington, D. C.—CP new station 570 kc 250 w daytime.

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new metropolitan FM station to be operated on frequency to be determined by Chief Engineer of FCC and coverage of 10,200 sq. mi.

730 kc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—CP new station 730 kc 250 w daytime.

1180 kc

Eugene J. Roth, Jack L. Pink & James M. Brown d/b as Radio Broadcasting Associates, Houston, Tex.—CP new station 1180 kc 250 w daytime.

610 kc

WAYS Charlotte, N. C.—CP increase from 1 kw day and night to 1 kw night and 5 kw day, using directional antenna day and night and install new transmitter.

1340 kc

KCMJ Palm Springs, Calif.—License to cover CP which authorized a new station.

1340 kc

KCMJ Palm Springs, Calif.—Authority to determine operating power by direct measurement of antenna power.

1450 kc

KBNE Boulder City, Nev.—License to cover CP which authorized a new station and specify studio location as 701 Avenue R, Boulder City, Nevada.

1450 kc

KBNE Boulder City, Nev.—Authority to determine operating power by direct measurement of antenna power.

Application Received and Returned:

Northwest Bcstg. Co., Fargo, N. D.—CP new FM station (incomplete).

Applications Tendered for Filing:

1400 kc

WSAM Saginaw, Mich.—Construct a synchronous amplifier at Bay City, Mich., to operate with power of 100 w.

1400 kc

The Joseph F. Biddle Publishing Co., Huntingdon, Pa.—CP new station 1400 kc 250 w unlimited.

1340 kc

Paris Bcstg. Co., Paris, Tenn.—CP new station 1340 kc 250 w unlimited.

1490 kc

WFCB Superior, Wis.—CP new station 1490 kc 250 w unlimited.

Calendar This Week

MONDAY, MARCH 11
Consolidated Hearing, 10 a.m.
Washington, D. C.

Marcus Loew Booking Agency, Mid-Coastal Bcstg. Co., Commercial Radio Equipment Co., Capital Bcstg. Co., Cowles Bcstg. Co., National Bcstg. Co., Metropolitan Bcstg. Corp., Potomac Cooperative Federation Inc., The Evening Star Bcstg. Co., WINX Bcstg. Co., Theodore Granik, Chesapeake Bcstg. Co., all in Washington, D. C.—Applicants for new FM stations in Washington.

Consolidated Hearing, 10 a.m.
Washington, D. C.

KOVO Provo, Utah—CP 960 kc 1 kw unlimited; **KROW Oakland, Calif.**—CP 960 kc 5 kw unlimited, directional antenna night. (KMA Shenandoah, Iowa—Intervenor.)

Consolidated Hearing, 10 a.m.
Wichita, Kan.
Before Comr. Walker

Wichita Bcstg. Co. Inc., Wichita; Air Capital Bcstg. Co., Inc., Wichita; The Wichita Beacon Bcstg. Co., Wichita; KAKE Bcstg. Co. Inc., Wichita; KTOP Inc., Topeka; Adelaide Lillian Carrell, Wichita; Collinson Wingate Bcstg. Co., Topeka—All applicants for new station on 1490 kc 250 w unlimited. **KTSW Emporia, Kan.**—CP 1490 kc 250 w unlimited.

FRIDAY, MARCH 15
Hearing, 10 a.m.
Washington, D. C.

Peoples Bcstg. Co., Lebanon Bcstg. Co. (Lester P. Etter and H. Raymond Stadiem), both in Lancaster, Pa.—CP new station 1270 kc 1 kw daytime.

Radio Unalarmed By Strike Threat

RADIOMEN were only slightly worried by prospects of the telephone strike March 7 which was called off at the last moment. Radio, they guessed would have continued to function with only minor irritations despite a strike.

No network took positive means of establishing alternative methods of communication in event lines went out; but MBS and NBC had thought of resorting to station-to-station broadcasting in such event.

NBC queried its stations on their capabilities to pick up broadcasts from nearest NBC outlets, rebroadcast them to the next station, in areas where telephone lines might be disrupted. Mutual thought it unnecessary to advise stations of that possibility, fearing to alarm them unduly at a situation which to Mutual seemed hardly ominous.

CBS had arranged a system of closed circuit broadcasts to transmit program changes to those stations which are not served by its leased transcontinental teletype system which would presumably continue operations.

ABC, knowing that a telephone strike would render impossible the installation of new wires for special remote pickups, ordered several such wires laid for broadcasts they had already scheduled for after the strike's D-day.

HOW'D YOU LIKE TO SELL AN
$800,000,000 MARKET?
KBON
Omaha's MUTUAL station offers you
$800,000,000 . . . the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley Market.
$800,000,000 . . . equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state.
An $800,000,000 market available to you on KBON . . . the station that SELLS!
Concentrated Coverage
Low Rates
Promotion Helps
OMAHA
COUNCIL BLUFFS
General Manager, PAUL R. FRY
National Repr., WEED & CO.
MUTUAL BROADCASTING SYSTEM
"The Midwest's Greatest Market"

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, effective March 18, acceptable. $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Radio salesman and experienced announcer for Rocky Mountain NBC affiliate in hunting and fishing mecca. Send photo, references, experience, announcer, send transcription to Box 874, BROADCASTING.

Station manager—For Southern California FM station in prosperous area. Our man must be aggressive but sound, with successful experience in management, sales, community activities, programming, in cities under 150,000. Excellent salary with eventual part ownership possible. Write in full, with salary record, references, and photo. Box 920, BROADCASTING.

Wanted—Michigan area station wants experienced staff announcer. Prefer married man, with at least three years background. Top salary to the right man. Must be prepared to send photo and audition disc. Write Box 922, BROADCASTING.

Writer. Experienced in commercial copy for local selling. 5 kw midwestern network affiliate permanent with exceptional opportunity. Reply in confidence giving full particulars about yourself, salary expected, when available and enclose snapshot. Box 937, BROADCASTING.

Wanted by veteran—Another vet with commercial background interested in incorporating to build new station. Full details including investment in first letter. Box 942, BROADCASTING.

Wanted. Lady who knows radio as Secretary to Manager, small progressive station in midwest. Must be efficient in dictation and typing and general office procedure. Knowledge of continuity and traffic desired. Starting salary $30.00 weekly. Air mail pictures and qualifications to Box 944, BROADCASTING.

Announcer—Network affiliate, No. 1 in a top eastern market, wants experienced announcer with ability and stability. Send full particulars in first letter, with picture. Box 950, BROADCASTING.

Chief and assistant chief engineer. Good pay, excellent working conditions. Progressive regional network station, good market. Write fully. Union men need not apply. Box 952, BROADCASTING.

Chief engineer—For new 250 watt station in southeast. Need man with experience installing broadcasting equipment and starting station. AM and later FM operation. Send details, experience, training, etc., to Box 958, BROADCASTING.

Wanted—For 5000 watt Texas station. Sober, reliable, fully experienced, "on-the-ball" commercial copywriter—scripts and spots. No fancy salary—but sufficient for average good living. Very pleasant working conditions. Half holiday on Saturday, full holiday Sunday. No women considered. All applications given careful attention. Box 964, BROADCASTING.

Veterans wanted. Applicant for AM and FM broadcast stations in eastern metropolitan center of 1,000,000 seeks qualified veteran radio personnel. Chief engineer; AM, FM and audio engineers; announcers; newscasters, script-writers; program production and direction; business and advertising staff for possible employment a few months hence. If you are interested in blazing progressive radio trails, write Box 967, BROADCASTING.

Salesman—Unlimited opportunity for man that can sell in easy going town of 17,500. Send photo, background, references. KNET, Palestine, Texas.

Program director—experienced man—capable of developing public service. We want an idea man who can carry through, college graduate preferred. $75.00 per week. Midwest city of 70,000. Box 972, BROADCASTING.

DON'T!

—decide on a manager for your station till you've checked and compared all possibilities!

An inquiry will bring you the facts on an experienced, capable and reputable man —available now!

BOX 953
BROADCASTING

Help Wanted (Cont'd)

Experienced salesman. Excellent opportunity right man. Give full information first letter. Employment immediately. WBOC, Salisbury, Maryland.

Salesmen—New midwest station in market of 170,000. Excellent opportunity for two men, give full details first letter. College graduates preferred. Box 970, BROADCASTING.

Announcer, two years experience, college graduate; personality man with ability to handle details of own programs. $60.00 per week in midwest town of 65,000. Give full details. Box 971, BROADCASTING.

Wanted—Experienced radio time salesman capable of selling and servicing major accounts. Commission and weekly drawing account. This position pays above average wage scale. Write full qualifications first letter, picture if possible. Replies confidential. Frank Kaull, Sales Manager, KLO, Ogden, Utah.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Navy AFRS veteran. Available March 15. Anxious to read your commercials. Eight years program director. Network announcing experience. Family man. Desires permanent position. Will air mail transcription. Box 914, BROADCASTING.

All around man for new small station, news rewrite, commercial script, program ideas, announcing; 30, single, veteran, former newspaper, advertising agency copywriter. Box 916, BROADCASTING.

Commercial manager—Who believes in aggressive programming and local production. Prolific in ideas and showmanship, with excellent record of results and earnings. Interested in percentage or bonus proposition or will purchase working interest. Box 918, BROADCASTING.

Station manager—Experienced in programming—sales-engineering. Currently managing successful network affiliate. Box 931, BROADCASTING.

Veteran—26, first class license. Experience includes, control room 5 kw, transmitter 1 kw, radar—repairman in Army. Box 936, BROADCASTING.

Marine veteran, 16 years background in radio covering every conceivable phase of the business of broadcasting, desires managerial position. Willing to invest money with services. Have operated own station in metropolitan market and can show unusual record of developing listener ratings against strong competition. Widely known in radio industry. Best references. Box 940, BROADCASTING.

Vet, 6 months announcing on 250 watter, has originality and leans to writing. Desires announcing with GI on-job training deal. Audition available. Box 941, BROADCASTING.

Chief engineer, 250 watt station wants change in south, southwest. Army veteran. Chief 5000 watt station before Army. Eight years experience. Age 26. Married. Box 948, BROADCASTING.

Engineer—seeks steady position anywhere in U. S. Age 43, 1½ years experience with 6—200 kw short wave stations. Amateur since '32. All offers considered. Box 951, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 30, veteran. Former chief engineer four AFRS stations and chief engineer midwest local station. Thoroughly experienced in audio installation and operation. 10 years radio. Have car. Excellent references. Box 955, BROADCASTING.

Veteran—A real air salesman. One year experience straight selling, ad lib, news. Excellent voice and delivery. Baseball a specialty. Also write fresh copy. B. A. Journalism, references. Available immediately. Box 943, BROADCASTING.

Station manager seeks change. Acceptable reasons. 7 years successful management; local and network. Outstanding record sales, promotion and merchandising. Can build station program-wise in national and local business in face tough competition. West coast preferred since there. Box 945, BROADCASTING.

Engineer—5 years experience including 200 kw international short wave—2 years operator announcer. Versed in all phases of installation, operation and maintenance of broadcast equipment. 3 years college training in electrical engineering. All offers considered. Box 946, BROADCASTING.

Copywriter, girl, desires to make change, short on experience, long on hard work. Good education, background would like small progressive station. Write Box 947, BROADCASTING.

Technician, age 30, married, first license, sober, dependable, experience chief small station and Army, wishes position any size station New England—elsewhere 500 miles New York. Gladly furnish further details. Box 957, BROADCASTING.

Announcer-newscaster. Anywhere in east. Salary secondary. Box 959, BROADCASTING.

Transmitter or chief engineer. First class license. 8 years experience. No announcing. Prefer southern states. $45 minimum salary. Box 960, BROADCASTING.

Studio and transmitter engineer. 6 years broadcast experience from 250 watt to 50,000 watt station. Control, transmitter, recording, remotes and maintenance. Two years college, one year radio school. Former first class Navy radio technician. First class telephone license. NABET member. Desire permanent position with good opportunity. Married and settled, car. Employed at present but desire change. Box 961, BROADCASTING.

Young television engineer with 11 years in standard broadcasting and four years in FM and Television broadcasting desires responsible position. Box 962, BROADCASTING.

Radio writer. Four years radio and advertising agency. Wrote continuities and spots for nationally placed accounts, dramatic and narrative sustaining scripts. Sold time and spots. Traffic manager Cleveland station two years. Assisted in production and announcing. Veteran. Salary open—desire opportunity for advancement. Locate anywhere. Box 963, BROADCASTING.

Salesman—Ex-Army captain, inducted March 1941, now on terminal leave, desires sales position with affiliated or independent station. 6 years sales experience prior to service. Age 31, married. Will go anywhere that offers opportunities. Box 965, BROADCASTING.

Ex-serviceman, married, desires permanent position as announcer. Experienced. Also announcer. Box 966, BROADCASTING.

EFFECTIVE MARCH 18

One inch classified displays will be acceptable.
One insertion - $12.00 non-commissionable.

Situations Wanted (Cont'd)

Announcer; veteran—no professional experience. Willing to break in at moderate salary. Just want break and trial. Picture and transcription upon request. Box 956, BROADCASTING.

Producer-announcer. Veteran. Employed at present by prominent eastern 50,000 watt station as producer, announcer and writer. Also, affiliated with outstanding television station. Wide experience prior to entering service. Due to service incurred disability desire warm climate. Must be progressive station. Harry Brown, 117 State St., Apt. 1, Schenectady, New York.

Licensed engineer available immediately. Eight years radio experience including broadcasting and developing and constructing of broadcast equipment. Desire location where housing for family possible. Robert Lewis, Lawton, Michigan.

First class phone license—Desire transmitter operator job in any location. Experienced and available at once. Jeff Rice, Jr., 706 West Central Ave., Bentonville, Ark.

Television art director available. Set designer, artist. Motion picture experience, foreign art background. Have supervised personnel. Red Cross director recently discharged. Richard Ball, 1246 22nd St., Santa Monica, Calif.

Announcer — Actor — Writer — Salesman, you'll receive 400% on your investment with this veteran. Interested in network station, college town, adequate housing for wife and child. William R. Griffin, 8731 139th St., Jamaica, New York.

Stop Right Now if you're not interested in wide-awake, aired script, continuity writer, strong radio background, wants up and coming station, interested fresh ideas, material. Seymour L. Bloom, 210 West 90th St., New York City.

Navy veteran desires to enter radio field as salesman. College education, 31 years old, insurance selling experience. References on request. Bernard G. Fold, 2100 Lincoln Pk. West, Parkway Hotel, Chicago, Ill.

Doctor's orders—Change N. Y. climate for dry southwest or west coast, makes experienced—versatile—director, script-writer, musician, 3rd class phone license available for all-around station post. Veteran. Nathan S. Lowery, 1460 Dahill Road, Brooklyn 4, N. Y.

Sports announcer—8 years network and local. Recently honorably discharged. 30, single, college knowledge, Armed Forces Radio Stations overseas. Contact Marv Conn, 225 N. Celia Avenue, Muncie, Indiana; Tel. 5392.

Announcer—operator. Single. 25. College graduate. 4 years Navy Air Corps. Know only basic fundamentals from reputable radio school. No actual experience, but willing and capable worker. Will work for low salary. Prefer south. Will send record or call personally. Write or wire R. D. Thomas, 616 So. Willow, Tampa, Fla.

Engineer—Veteran, 9 years chief engineer of local, 3 years Army radar technician. Excellent maintenance installation man. Desires position with eastern progressive station with advancement opportunities. Age 31, married. G. H. Brewer, 633 Washington Ave., Hagerstown, Maryland.

WANTED

LARGE METROPOLITAN STATION SEEKING DISC JOCKEY TO CONDUCT EARLY MORNING RECORDED PROGRAM. WRITE IMMEDIATELY GIVING FULL PARTICULARS INCLUDING PREVIOUS EXPERIENCE, SALARY AND WHEN AVAILABLE. ALL REPLIES CONFIDENTIAL. BOX 968, BROADCASTING.

Situations Wanted (Cont'd)

Engineer discharged from Army. 1st class ticket. Maintenance, installation and operation radio-teletype, DF, airways communications, radar, FM, antennas, commercial broadcast experience. Prefer communications field, accept commercial work. Donald E. Kinker, 1701 E. Kendall Ave., Portsmouth, Ohio.

Engineer—4 years: broadcasting, Navy radio technician; maintenance, installation, operation to 10 kw. Dependable family man, pleasant, energetic, age 30. Desire position chief or assistant, live southern station. Ernest W. Green, AETM 2/c, 1018 11th St., Corpus Christi, Texas.

Ambitious, eager veteran. Announcer—actor, 22. Educational and commercial radio experience. Two years on Army radio station. Continuity for musical and commercial shows. Sydney Steinberg, 3810 Fillmore St., Chicago, Ill.

Taxes—Certified Public Accountant, specializing in tax returns. Will oblige at your convenience. S. Cohen, Wisconsin 7-4056, 1441 Broadway, 19th Floor.

Experienced radio announcer—Veteran, scripts, copy, adv. exp. Age 34, married. Wants position with future. Box 969, BROADCASTING.

Veteran—3½ years service. Experience commercial and dramatic continuity Chicago area. Newspaper training. Richard C. Murray, 8119 Harrison Place, Munster, Indiana.

Announcer—writer. Veteran formerly with AFRS. Sports, special events, newscasting, record shows, dramatics, commercials, programming and writing. John Guerry, Jr., 2859, East 77th St., Chicago 49, Illinois.

Ex-serviceman. Sports, special events, announcer formerly with commercial station, Fairbanks, Alaska. Have produced sport and musical programs. Control board experience, willing to travel. Charles Bracker, Beacon Hotel, New York 23 Tra 7-2500, Ext. 1805.

For Sale

2 Gates studio transcription tables. Model C B7, 33 1/3—78 RPM. Complete with pre amps, power supplies, orthocoustic filters. **Like new.** Original cost: $885.00—Our price $600.00 for the pair. Box 954, BROADCASTING.

One Presto model Y 4 portable recorder, consisting of 75A 16" recording and play back turntable and model 87 low impedance input amplifier and speaker $700.00. Also, extra Presto 1—C 8 ohm cutting head $100.00. One Rekocut RKD—16 turntable $125.00. All new condition. Immediate shipment. E. E. Glenn, 220 West 39th St., Kansas City 2, Mo.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willatt, 1414 N. Harper Ave., Los Angeles 46, Calif.

1—Prewar General Radio Frequency monitor, consists of GR type 575-E Piezo Elec. Oscillator and 1—type 581-B Deviation Meter complete with tubes, instruction books, and crystals for 1130 kc and 1180 kc monitoring. Make offer to Chief Engineer, WTCN, Minneapolis.

Wanted to Buy

If your radio property needs (1) financial assistance, (2) managerial and programming guidance, of an aggressive and tested method, I might be your man. My background includes 16 years of radio from the technical to the managerial side, from 250 to 50 kw. Ex-Marine Corps. Best references. Box 939, BROADCASTING.

LOST!

Ambitious young man with 8 years' radio experience as program director, producer, announcer, writer LOST in a maze of unpleasant working conditions. REWARD—permanent, loyal, *top-notch* service to *station manager* who wants to help *me* and his *station*.

Box 949, Broadcasting

Wheat

(Continued from page 18)

place Purasnow, Rex and Red Star. Softasilk Cake flour and Bisquick are completely out for as long as the order is in force, because they require the finest quality low extraction flour in their manufacture. However, every effort will be made in the company's advertising to keep the old brands alive. Housewives will be reminded that they can look forward to the time when the grain shortage is over and Gold Medal "Kitchen-Tested" flour, Softasilk, etc., will again be available.

Sam Gale, advertising director, General Mills, emphasized that these plans are predicated on the assumption that the government order is temporary and will be terminated with the new crop end of next summer.

Ruthrauff & Ryan, Chicago, which recently contracted with Mutual for 50 stations to sponsor *Smilin' Ed McConnell* for Cole Milling Co., Minneapolis (Omega Flour), effective Feb. 23, has already notified Mutual's Chicago office it would postpone "temporarily" the Frank Ferrin-produced package. Mutual is understood to be holding the show in abeyance until such a time as the sponsor is able to pick up its option.

Effects of the Presidential order on wheat extraction has reverberated in many distant avenues. From cake flour which requires greatest amount of wheat's heart down to dog and poultry feeds requiring "middlings," limited production will curtail much of present advertising, radio included, particularly spot campaigns in local and regional markets, advertising agencies agree.

Immediate Cancellation

Typical example is drastic cancellation of radio by Calkin-Holden Advertising Agency for Stokley-Van Camp's Tenderoni and Royal Staff O'Life cattle feeds. Henri Hurst & McDonald, Chicago, has notified stations of reduction in its spot campaign for Red Heart Dog Foods.

But hardest hit, survey of Chicago agencies revealed, are beer accounts. Chief Chicago agencies handling such accounts are Olian Advertising Co., BBDO, Newby, Peron Inc., Christiansen Agency, Schwimmer & Scott, and Sidney S. Lovitt Co.

Olian is said to have cancelled beer accounts estimated at $100,000 annually for its clients, including Atlas Prager, Edelweiss', Gettleman Brewing Co., Milwaukee, Horlacher Brewing Co., Allentown, Pa.; and Columbia Brewing Co., St. Louis. Edelweiss, which confines most of its radio to the Chicago area, dropped *Studs Terkel's Wax Museum* (WMAQ) and *Edelweiss Cellar* (WBBM) in addition to its extensive spot campaign, but is continuing to sponsor *Paul Harvey & the News* on WMAQ.

Batten, Barton, Durstine & Osborn, Chicago, which has Chicago's largest radio budget for a beer account, currently has six shows on WGN (*Mystery House, Boston Blackie, Crime Files of Flamond, County Sheriff, Music By Martin* and *Easy Aces*), and *The Whistler* on WBBM. BBDO reported it contemplates no "immediate action" on any of its present shows. However, it is understood recommendations have been presented to the sponsor which would affect some of its present programs, possibly the transcribed offerings.

Falstaff Plans

Dancer-Fitzgerald & Sample, Chicago, may retrench on some of its current Falstaff Brewing Co. radio budget, but only in smaller markets. *Falstaff Serenade* is in 12 spot markets, in addition to the *Falstaff Hour* on KMOX St. Louis, WOW Omaha and WWL New Orleans. Sponsor intends to retain its contract for the Dizzy Dean and Johnny O'Hara baseball broadcasts on KMOX effective April 16.

Schwimmer & Scott, which has used spots on approximately 20 stations for Fox Deluxe Brewing Co., also sponsors *Cloyd Head & the News* on WMAQ. Spot business alone will be affected by any reduction of sponsor's product, agency indicated.

Station representatives contacted in Chicago by BROADCASTING all reported cancellations on spot and local programs for cereal, wheat products and brewing accounts, with emphasis on the latter. While no definite percentage of economizing on the overall radio picture could be computed, one radio representative summed it up: "The government said the breweries would have to cut down 30% of their 1945 quota. That seems to be about the amount of their advertising cancellations."

Wills' Way

HEART disease, the cause of Commissioner W. H. Wills' death, could not keep the former Vermont governor from staying on the job until the end. Recovering from an attack shortly after his appointment to the FCC last summer, he told a BROADCASTING reporter: "Some of my friends tell me I ought to retire, that my old heart may give up. I'm not afraid to die. If the good Lord sees fit to take me from this earth, I'm ready. If I'm going to die I'd rather die on the job than be doing nothing. Besides, if I lay around and complained I'd make everybody else miserable as well as myself."

Rejoin WOV Sales Staff

AARON HANGER and Dine Nardi, after service with armed forces, have rejoined the sales staff of WOV New York. Joe Porter, formerly with WOR New York and the New York Daily News, has been added to the WOV sales staff.

Emphasis on Farm Urged For Radio

NBC's Mitchell Cites Rich Market in Rural Areas

GREATER EMPHASIS on farm broadcasting was urged last week by one of the nation's top agricultural broadcasters, NBC's commentator on its *National Farm & Home Hour*, Everett Mitchell.

Mr. Mitchell, who directs NBC Central Division's agricultural broadcasting activities in Chicago, said farm radio activities must assume greatly increased importance to broadcasting as an industry, if more national advertisers are to divert advertising budgets into radio to reach wealthy rural markets.

Citing recent survey conducted by the Department of Agriculture, Mr. Mitchell pointed out rural listening habits and program preferences today differ little from those of urban audiences. Farmers place more importance on news, their highest program preference, he said, and listen to their radios much earlier than do city listeners.

The farmer's increased purchasing power, plus his native thrift has in many instances enabled him to match, or even surpass present savings with which city audiences will buy commodities curtailed by the war. Mr. Mitchell voiced the opinion that Chicago has long been looked upon as the foundation of farm radio broadcasting by the American farmer. Chicago, he added, has been a pioneer in providing radio service and entertainment to Midwest farm audiences.

More programs aimed at rural audiences should emanate from Chicago, he said. This would aid materially in increasing Chicago's radio output and halt the tendency of advertisers to look elsewhere when considering a radio program.

Flour Firm Places

FISHER FLOURING MILLS Co., Seattle, April 2 starts *Bob Wills and His Texas Cowboys* on ABC Pacific Coast network Tues. 9-9:30 p.m. Company's first venture into nighttime radio, program was purchased on 52-week contract. Pacific National Advertising Agency, Seattle, handles account.

PROMOTION MAN WANTED

● for CBS affiliate Southeastern station. Must be a capable man with successful background in ideas and writing.

Write Box 973, BROADCASTING, giving age, experience, references and salary expected.

WCAM-WTNJ Renewal Cases Partially Reopened by FCC

ENTANGLED proceedings in the renewal applications of WCAM Camden and WTNJ Trenton, N. J., which share time with each other and with WCAP Asbury Park on 1310 kc, were partially reopened last Thursday by the FCC.

WCAM's application, which the Commission proposed last October to deny without prejudice [BROADCASTING, Oct. 22], was designated for further hearing. One of the issues will be to determine whether any changes have occurred in the relationship between the city-owned radio station and Mack Radio Sales Co., Camden. In its proposed decision, FCC found that WCAM had transferred approximately 85% of its time to Mack Radio, leaving the station little voice in its own programming.

Matters Corrected

Mack Radio contends that the present manager of the station exercises control over programming and operation, and that other matters of which the Commission complained have been corrected.

In the matter of WTNJ, which had applied for license renewal and fulltime operation, and which the Commission proposed to deny outright, FCC ordered that the record be reopened to include a trust agreement between John F. Wolff and Harold W. Wolff, trustee, dated Nov. 21, 1919. Elmer Pratt, Washington attorney for WTNJ, said the agreement was being introduced to clear up FCC questions regarding conflicting statements made by Franklyn J. Wolff, owner of WTNJ.

The FCC first started work on the WTNJ-WCAM-WCAP case in 1940, held hearings in 1941 and 1943, and since has received additional evidence. Last October's proposed decision granted renewal of license to WCAP, which the Commission found had corrected reported violations "promptly and conscientiously."

In its proposed denial of the applications of the two other stations, which has not yet been made final, FCC left the way clear for WCAM to file again for the same operation if it can show that the city of Camden will have exclusive control and use of the station. Mack Radio, FCC spokesmen said, contends this requirement has been met.

When it proposed outright denial of the WTNJ application last October, the Commission said it was convinced that individuals entrusted with operation of the station do not meet the responsibilities required of a licensee.

1946 will be a good year in the Texarkana market. Thanks to oil, agriculture, live stock, and manufacturing. —KCMC is the only radio outlet in this vast area. —For availabilities, write, wire or phone Frank O. Myers, Manager, KCMC, Texarkana, U. S. A.

House Demanding Action on Lea Bill

AS MEMBERS of the Industry Music Committee, advisory group representing all broadcasting elements, met in Washington Thursday to discuss strategy in the April 8 conference with the American Federation of Musicians, an overwhelming majority of the House was demanding action on the Lea-Vandenberg bill (S-63) to curb James Caesar Petrillo, AFM president.

Rep. Adolph Sabath (D-Ill.), chairman of the House Rules Committee, carried in his pocket all week a rule that would bring the bill to the House floor for appointment of conferees to sit with Senate conferees. Rules Committee last Tuesday, by an overwhelming majority, adopted a resolution authorizing the House to vote on appointment of conferees after Rep. Vito Marcantonio (AL-N. Y.) objected on March 1 to unanimous consent to name conferees [BROADCASTING, March 4].

Others Have Priority

Rep. Sabath failed to file the resolution last week. It must lay over a day before being considered. Rules Committee clerks pointed out that some 14 other bills had priority rules and that the Lea-Vandenberg bill under normal procedure must "take its turn." Speaker Rayburn (D-Tex.) promised to give the resolution early consideration this week.

Although the Music Industry Committee took no action, members agreed to meet again April 4 or 5 in New York to lay final plans for the conference with Mr. Petrillo and his AFM. Meanwhile NAB President Justin Miller reported that the NAB music survey, not yet completed, would be presented to members of the committee in advance of the April meeting.

On the basis of figures so far compiled, it was indicated that in 1945 stations and agencies spent something like $20,000,000 for musician talent alone. The figures also will show that Mr. Petrillo's union members are far more widely employed in radio than either the music czar or FCC fulltime figures indicate. Scores of musicians are on agency payrolls and therefore not listed as working directly for networks or stations.

Considerable time was spent discussing the Lea-Vandenberg bill in all its phases and while the Industry Music Committee took no formal action, the members were unanimous in support of the measure. Reports were that broadcasters in every state had contacted their respective Congressmen, urging passage of the measure.

Attending Thursday's conference were: President Miller, A. D. Willard Jr., executive vice president, and Don Petty, legal counsel, NAB; Frank White, CBS; Frank E. Mullen, NBC; Mark Woods, ABC; Robert Swezey, MBS; G. Richard Shafto, WIS Columbia, S. C.; Clair McCollough, WGAL Lancaster, Pa.; John Elmer, WCBM Baltimore; Frank King, WMBR Jacksonville, Fla.; Howard Lane, Marshall Field stations, Chicago; William Fay, WHAM Rochester.

BOWLES CONTINUES HIS TALKS ON ABC

CHESTER BOWLES' weekly radio talk over ABC is now being carried over approximately 463 stations, probably the largest coverage attained by a regular government program, it was disclosed last week by the radio section of the OPA Information Division. In addition to ABC affiliates, the broadcast is transcribed and used by many other stations at various periods. Mr. Bowles started the talks when he became OPA Administrator to acquaint the public with price control. He is continuing the series as Economic Stabilization Director, broadening his discussions to include the overall inflation problem. His successor at OPA, former FCC Chairman Paul Porter, has no radio plans.

Studebaker Sponsors

STUDEBAKER Corp., South Bend (autos), March 15 starts sponsoring *Melody Tour* on 39 Don Lee Pacific stations, Fri. 8-8:30 p.m. (PST). Contract is for 52 weeks. Originating from Hollywood, program will feature Felix Mills' 17-piece orchestra with Sally Sweetland and Jimmy Cash, vocalists. Carleton Ka-Dell will narrate vignettes of early western history. Marvin Best has been assigned announcer with Carlyn Coleman writer-producer. Agency is Roche, Williams & Cleary, Chicago.

Petri Schedule

PETRI CIGAR Co., San Francisco, has started sponsorship for 52 weeks of a series of Italian programs varying from 5 to 15 minutes on WTHT WNHC WFCI WSPR WESX WHLD WSAY WOLF WIBX WGES WRJN WEW WJBK WJLB WADC WWSW and spot announcements on WSTV WMBS WMEX. Live show on WHOM New York, *The Two Friends*, Monday through Saturday, 6:45-7 p.m., features comedy sketches, whereas musical transcribed program *Nicola Paone With Guitar* is heard three to six times weekly on the other stations. Agency is Carlo Vinti Adv., New York.

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming —therefore first in sales influence.
WTAG
WORCESTER

CALIFORNIA STATION SOUGHT BY BUTCHER

APPLICATION for a new local station in Santa Barbara, Calif., was filed with FCC last Friday by Harry C. Butcher, former CBS Washington vice president and for three years naval aide to General Eisenhower during his tenure as supreme allied commander in the European Theatre. Application is for assignment on 1340 kc with 250 w.

Captain Butcher, author of the forthcoming volume *My Three Years With Eisenhower* as well as the *Saturday Evening Post* series under the same title, had several offers to return to network radio in an executive capacity. He has elected, however, to enter the local broadcast field and proposes to take up his permanent residence in Santa Barbara. Application was filed by Duke M. Patrick, Washington attorney, with the engineering preparation by Andrew D. Ring, Washington consulting engineer.

The station, it is understood, would become an NBC outlet should the FCC take favorable action. Mr. Butcher plans shortly to make a series of talks under the auspices of the Coulson Lee Lecture Bureau.

Authorization Cancelled At Request of Licensee

KITTITAS VALLEY Broadcasting Station, one of two applicants granted construction permits for new local outlets in Ellensburg, Wash., last fall, was given authority by the FCC last Thursday to abandon its CP.

On request of the licensee, owned by Gilbert H. and Howard W. Kaynor, the Commission cancelled the authorization, granted Nov. 25, for a new station to operate on 1400 kc with 250 w unlimited time. Other Ellensburg applicant granted a CP about the same time was Central Washington Broadcasters Inc., for KCOW, on 1240 kc with 250 w fulltime.

Raytheon Merger

BOARDS OF DIRECTORS of Raytheon Mfg. Co. and Submarine Signal Co., have unanimously approved combination of two companies.

Inter-American Congress Date Now Set May 19

FIRST Inter-American Broadcasting Congress, which had its inception at the 1945 Rio de Janeiro Inter-American Radio Conference [BROADCASTING, Oct. 8, 1945], will be held in Havana beginning May 19, instead of May 10, as originally set, Dr. Luis de la Rosa and Lic. Jose Luis Fernandez of the publicity committee, announced.

U. S. broadcasters who plan to attend are asked to make hotel reservations immediately through Goar Mestre, Circuito CMQ, S.A., Monte y Prado, Havana, Cuba. Plans contemplate a 10-day session, during which a constitution and bylaws for the Inter-American Association of Radio will be drafted and adopted.

ORAL ARGUMENT SET ON WGBF DECISION

ORAL ARGUMENT on FCC's proposed denial of license to WGBF Evansville, Ind., announced Feb. 4 under the Commission's duopoly rules, will be held March 19 in Washington, it was announced Friday.

In its proposed decision [BROADCASTING, Feb. 11], the Commission extended WGBF's license for six months from Feb. 1 but said renewal would be denied unless Evansville on the Air Inc., licensee of both WGBF and WEOA, also in Evansville, has disposed of one of the stations by the end of that time.

The Commission on Friday also set March 19 as date for oral argument on two other proceedings. One involves applications of Air Waves Inc. and Louisiana Communications Inc., both seeking a new station in Baton Rouge, La., on 1400 kc with 250 w fulltime. FCC has proposed to grant the Air Waves application and deny the other.

Also to be heard March 19 is oral argument on applications of Southern Tier Radio Service Inc. and Binghamton Press Co., both requesting a new station in Binghamton, N. Y., on 1490 kc with 250 w fulltime. Commission has proposed to grant Southern Tier's and deny the other application.

Seven More Conditional FM Grants Increase Total Authorizations to 352

SEVEN additional authorizations for FM stations were made by the FCC last Friday, bringing total grants to 352. The grants were conditional and are subject to further examination of engineering and other plans before construction permits are issued.

One of the applications, Metropolis Co. (WJHP), Jacksonville, Fla., was granted over objections of Commissioner Durr, who voted for a hearing.

All but one of the grantees are standard broadcasters. Newcomer is Observer Publishing Co., Washington, Pa. Principals are Margaretta D. Stewart (65%), who owns a 65% interest in the Tribune Publishing Co., publisher of the *Observer* and *Reporter*, Washington, Pa. Other interests are held by Grace Gesford (7%), Lucy Northrup (7%), W. P. Wilson (6%), and other local residents. Estimated cost of the station is $28,050.

Others who received grants were: Redwood Broadcasting Co., Eureka, Calif. (KIEM); American Broadcasting Co., San Francisco (KGO); Winona Radio Service, Winona, Minn. (KWNO); KCMO Broadcasting Co., Kansas City, Mo.; WKST Inc., New Castle, Pa.

Hammond, Ind., Construction Permit Denied to Courrier-Keane Applicant

MAINTAINING that the principal stockholders had shown reluctance, evasiveness and lack of candor in connection with stock ownership and financial qualifications, the FCC last Friday denied Calumet Broadcasting Co.'s application for a new daytime station at Hammond, Ind., on 1520 kc with 5 kw.

"From a careful study of the application and the record in this proceeding," the decision asserted, "the Commission is of the opinion that it cannot proceed with assurance to entrust the applicant with the duties and obligations incumbent upon licensees. The Commission is not able to find, on the record herein, that a grant of the application . . . would serve the public interest, convenience and necessity."

Principal stockholders, the decision pointed out, are Dr. George F. Courrier and Miss Doris Keane (Mrs. William Irvin), who "have been engaged in the ownership and operation of radio broadcast stations since 1928, when the Hammond-Calumet Broadcasting Corp., which they then controlled, acquired Station WWAE Hammond, Ind." They sold WWAE to O. E. Richardson and Fred L. Adair in 1940. In 1936 the corporation was authorized to construct WHIP Hammond, and in 1942 Dr. Courrier and Miss Keane sold their interests in Hammond-Calumet to John W. Clarke. The Commission said the licensee was in "grave financial condition while it was under the control of Courrier and Keane," and WHIP subsequently went into receivership.

Call Letters Asked

The current application requested use of the call letters, WHIP.

FCC's final decision followed announcement of its proposed decision last summer and a hearing of oral argument in January.

The decision declares that "the financial statements of the applicant and its principal stockholders offered in the May 1944 hearings and the testimony offered in support thereof did not reflect material and significant facts existing at the time, and were false. By their nature, these omissions concern the very heart of the applicant's financial vitality. Among other things, applicant's balance sheet did not show as a liability a $15,000 note which was secured by a chattel mortgage on all of applicant's equipment. The financial statements of its principal stockholders did not disclose an indebtedness, secured by a pledge of all their stock in the applicant."

FCC said the record "reveals numerous instances where applicant's principal stockholders have been reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosure of information relating to stock ownership and financial qualifications in response to questions in the application and at the hearings thereon. This course of conduct was pursued not only with respect to the Commission, but also admittedly with their own counsel," the decision asserted.

George B. Porter and Austin F. Canfield, Washington attorneys, represented Calumet in the proceedings. It had not been decided late Friday, pending conference with the applicant, whether the Commission's decision would be appealed.

Six Principals

The decision showed that stockholders listed when the application was filed in December 1943 numbered six in addition to Dr. Courrier, who owned 70.3% of common stock and 32.2% of preferred and Miss Keane, 15.3% of common and 30.4% of preferred. As a result of subsequent transactions, it was pointed out, the list later was amended to include 11 stockholders plus Dr. Courrier, whose holdings then were given as 50.3% of common and 32.3% of preferred, and Miss Keane, 14.8% of common and 30.4% of preferred.

The Commission said one of the stockholders listed, Paul Saliner, "testified that he had never purchased any stock in the applicant, had never entered into any agreement authorizing Dr. Courrier or anyone else to purchase such stock, and did not care to become associated with the applicant in any way."

NBC News Changes

WILLIAM F. BROOKS, NBC director of news and international relations, has announced new staff assignments for NBC abroad as a result of his two-week visit to Europe. New line-up is: Henry C. Cassidy, general European director; Merrill Mueller, United Kingdom director; Ed Haaker, who has returned to this country on vacation, reporter, London; Paul Archinard, office manager, Paris; Roy Porter, reporter, Germany; Max Jordan, eastern European director, Basel; Robert Magidoff, Soviet Union director, Moscow; Sven Norberg, reporter, Stockholm.

At Deadline...

EGOLF FLAYS PETRILLO; PREDICTS 4,000 STATIONS

BRANDING James Caesar Petrillo's edict banning dual broadcast of live musical programs on AM-FM unless standby fees are paid to AFM as "a serious deterrent to FM," Willard Egolf, NAB special counsel, addressed opening session Friday of four-day Radio Conference, sponsored by U. of Oklahoma in Norman. He said AFM ultimatum is greatest handicap to development of FM and "will postpone the day when musicians will find work in the medium of broadcasting."

Mr. Egolf predicted 4,000 stations in next five years, said sight-and-sound will become one of most powerful selling combinations in history. He anticipates broadcasting will employ an added 25-50,000 persons—possibly 75,000 in near future. Other speakers at opening session: Judith Waller, NBC Chicago public service director, and Robert Hudson, CBS New York assistant director of education, who said outlook for educational programs is bright. Speakers at Friday night's dinner at Biltmore Hotel, Oklahoma City: Jack Ryan, NBC Chicago press manager; Mel Barker, *Chicago Times* promotion manager; Bob Coe, KSD St. Louis. More than 400 delegates attending conference.

STUDIOS PLANNED FOR UNO SECURITY COUNCIL COVERAGE

TECHNICAL ARRANGEMENTS for coverage of UNO Security Council starting March 21 in Hunter College gymnasium, New York, completed Friday at meetings with independent stations and networks held under direction of George Barnes, UNO Press & Radio Division chief. Commentators' booths have been assigned the four U. S. networks, to BBC, CBC and State Dept.'s Office of International Information & Cultural Relations. Three commentators' studios will be shared by the non-network stations in New York area. UNO also plans to erect nine good sized studios in basement of building.

Closed Circuit

(*Continued from page 4*)

KQW San Jose-San Francisco from Bruntons to CBS, neither of which had been decided at time.

McCANN-ERICKSON New York headquarters at 50 Rockefeller Plaza, too small for its activities, may move to a 26-story New York building of its own. Agency spokesman refused to confirm rumors that McCann-Erickson had purchased the building at Madison Ave. and 41st St., but admitted "we have been thinking about it."

THERE is good chance FCC will be able to act on television applications for Baltimore without hearings, as result of withdrawal Friday of Maryland Broadcasting Co. (WITH) from field. Previously Tower Realty Co. had dropped out, leaving only two applications for three frequencies.

ARMSTRONG CRITICIZES FCC CONCLUSIONS ON FM

FCC "virtually admits that its engineering department has made one of the colossal mistakes of radio history," Maj. Edwin H. Armstrong, FM inventor, commented Friday on Commission's March 5 opinion giving reasons for denying Zenith Radio Corp. petition to retain FM in 44-50 mc band.

He agreed with FCC that FM at 100 mc will reach out 60 miles, but said: "FM has demonstrated and is demonstrating every day that it will go over 100 miles on the old band and cover two to three times the area of the new one. . . . The reason the Commission gave when it first moved FM was the superior rural service of the higher band, based on the theoretical calculations of a Commission engineer, K. A. Norton. Those calculations were disproved by Zenith's and the Commission's own measurements."

Maj. Armstrong said FCC report, which "is full of mistakes of technical facts," will be "laid bare" at Broadcast Engineering Conference March 23 in Columbus, Ohio.

D.C. FM APPLICANTS ENTER PROGRAM DATA

IN LINE with procedure laid down in its new licensing policy, applicants for FM stations in Washington will submit program plans to FCC presiding officer when hearings begin this morning (Monday). Arrangements made with counsel for applicants at pre-hearing conference provide that each applicant present his program proposal and staff plans to examiner before testimony begins. Applicants will then make available to each other copies of their proposals for use in cross-examination.

To expedite proceedings, applicants agreed to submit engineering and financial data in form of exhibits. Hearings will continue through Saturday, with morning sessions from 10 a.m. to 1 p.m. and afternoon sessions from 2:30 p.m. to 5:30 p.m. Benedict Cottone, FCC assistant general counsel in charge of common carrier activities, will preside.

TO ENCOURAGE manufacture of low-priced radio sets and other household neecessities, OPA late Friday authorized further increases to manufacturers. For radios, if manufacturer's price to distributor or jobber is $8.15 or less, he may add 3% profit, which is half of industrywide profit for 1936-39.

MILLER FOOD APPEAL

NAB PRESIDENT Justin Miller, radio member of President Truman's Famine Emergency Committee, Friday issued following appeal to all broadcasters:

"The President of the United States has requested the radio industry to conduct another urgent public interest campaign.

"As a member of the Famine Emergency Committee representing radio, I have pledged to the President the full support of the industry. I know that American radio will have no reason to apologize for its efforts when this fight against famine has been won."

People

COMR. E. K. JETT, away from FCC this week, taking long-needed rest after heavy duty in NARBA, FCC and industry sessions.

COL. GEORGE L. ARTAMONOFF, just released from Army, former president of Sears International Inc., and PAUL F. SCHUCKER, for 21 years international banker, appointed deputy managing directors of RCA International Division.

JOHNNY NEBLETT, Chicago radio actor, star of *So the Story Goes*, chosen as master of ceremonies at welcoming dinner yesterday for His Eminence, Samuel Cardinal Stritch, just back from Rome after his elevation to Sacred College of Cardinals.

EVELYN STARK, radio director of McFarland Aveyard & Co., Chicago, resigning May 1 to enter independent transcription business with Irma Glenn, WLS Chicago.

BILL COSTELLO, CBS Washington, leaving this week for China to be chief CBS correspondent there.

JAMES C. PETRILLO, AFM president, to be interviewed on March 12 *Bob Elson on the Century* on WOR New York 6:15-6:30 p.m.

GENE RIDER, technician-reporter for CBS in London and Pacific, returned to New York as member of network's directorial staff. First assignment will be announced when Edward R. Murrow, CBS vice-president and director of public affairs, returns from Europe.

RICHARD L. BRECKER, formerly with Young & Rubicam, New York, joins radio department of LaRoche & Ellis, New York.

VERNON BOWEN, former copy supervisor at Kenyon & Eckhardt, New York, joins Donahue & Coe Inc., New York.

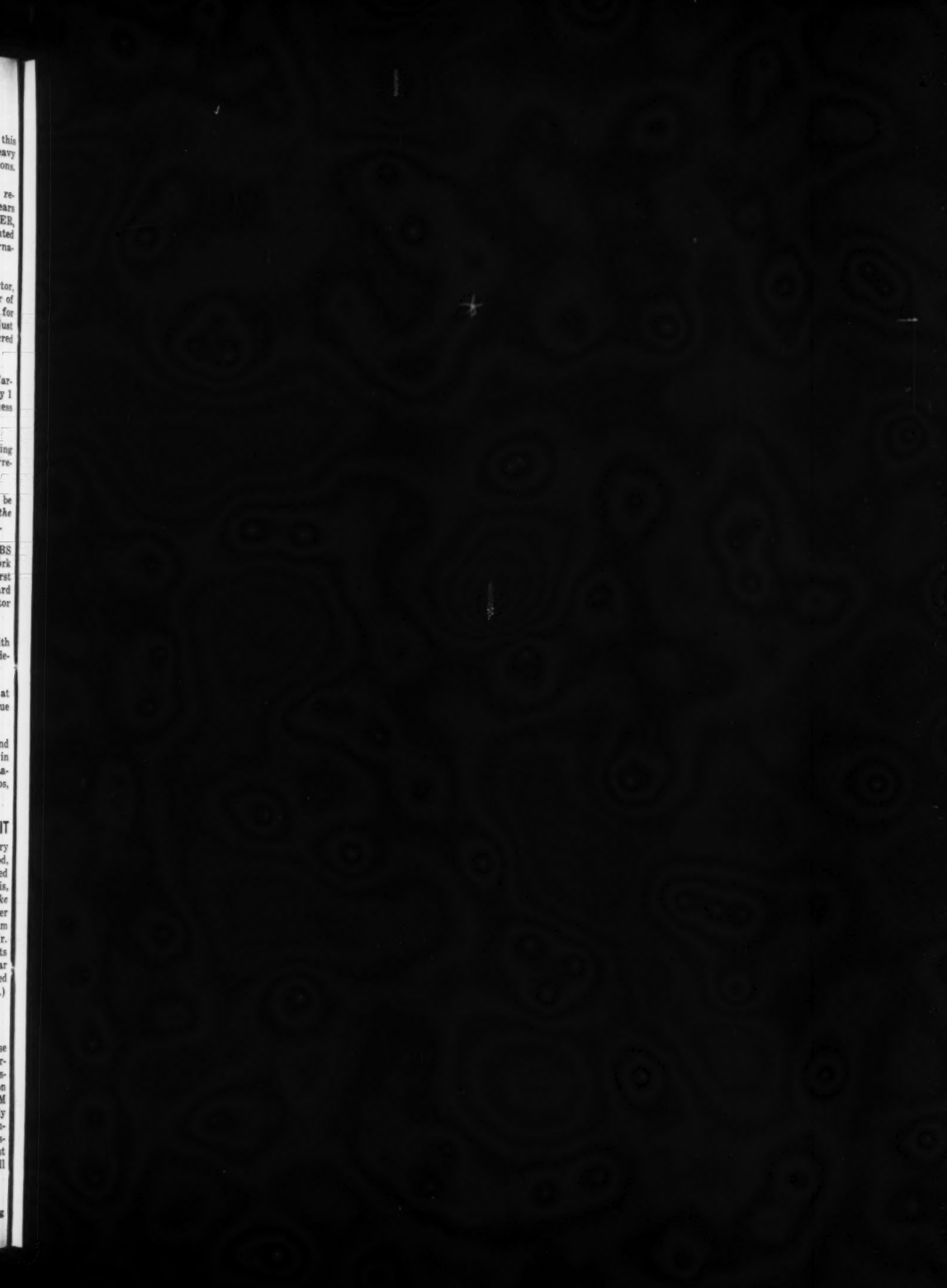
JACK RIEGER, head of Trinity Pictures and producer of championship fight pictures in past 20 years, joins the executive staff of Lafayette Television and Motion Picture Studios, now under construction in Brooklyn.

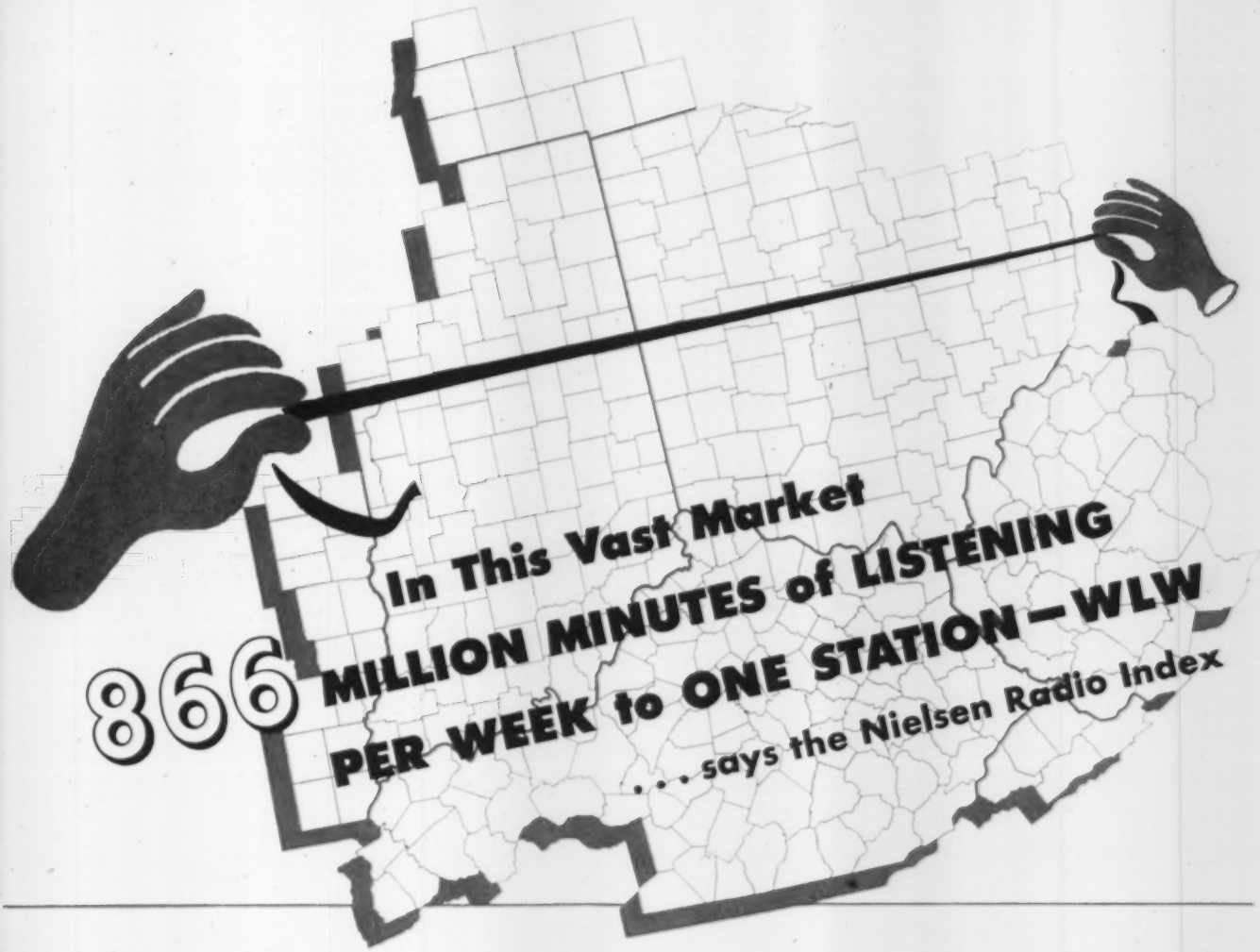
KFWB IN MILLION DOLLAR SUIT

MILLION DOLLAR SUIT against Harry Maizlish, general manager, KFWB Hollywood, and Warner Bros. Bcstg. Corp., licensee, entered in Los Angeles Superior Court by Al Jarvis, master of ceremonies and originator of *Make Believe Ballroom*. Temporary restraining order already prevents KFWB from using program title, *The Original Make Believe Ballroom*. Mr. Jarvis, with partner Peter Potter, today shifts from KFWB to KMTR under new seven-year contract, claims KFWB last Thursday used title *Radio Ballroom*. (Earlier story, page 79.)

FCC HELP SHORTAGE

INDICATIVE of difficulties facing FCC these days in obtaining examiners to preside at hearings is designation of Benedict P. Cottone, assistant general counsel in charge of common carrier division, to preside at Washington FM proceedings this week. It was originally planned to have member of Commission conduct first FM hearings. Vernon Wilkinson, assistant general counsel in charge of broadcast division, has been drafting lawyers from all over Law Dept. to preside at hearings.





Your Sales strategy may be vitally affected by these facts:

- In the 4-state area that is WLW-land, there are 2,708,038 radio homes.
- According to NRI for August-September, 1945, the average home listens to the radio 1,347 minutes per week.
- The average amount of listening to WLW *alone* is 321 minutes per week—23.8% of *all* listening to *all* stations.
- Projected to total radio homes in the area—it amounts to more than 866 million "home-minutes" of listening to WLW in an average week.

Bear in mind, these are not figures for a single city . . . not even for a single county or state, but for an empire of 325 counties in seven states . . . where 12,296,337 people live.

If you have something to sell this great *mass market*, you can reach it through WLW effectively, economically.

ALL FIGURES ON RADIO LISTENING GIVEN IN THIS ADVERTISEMENT ARE FROM THE NIELSEN RADIO INDEX FOR AUGUST AND SEPTEMBER 1945.

HERE ARE MORE FACTS

84.9% of all radio homes in WLW-land were tuned to WLW at least once for a full 6-minute period or longer during four measured weeks.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION